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PUBLISHED FOR THE BAKERS OF AMERICA



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The American Baker

Published Monthly for the Bakers of America by THE MILLER PUBLISHING CO.

TO THE TANK

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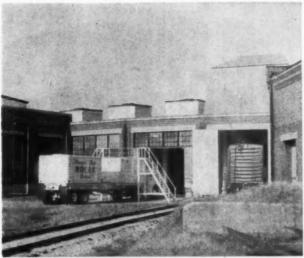


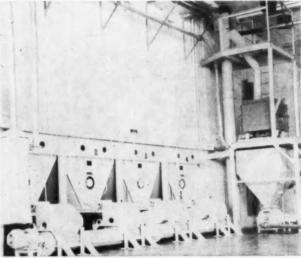
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RYE FLOURS

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...and will lead your sales parade!

Bright, gay, light prints, like the new Bemis Sandman design, are the up-to-the-minute fashion for sheets and pillowcases. And they're equally good for skirts, curtains, dressing-table skirts, scarves, etc. They're really versatile.

Look in current magazines and department stores... you'll see top fashion fabric makers featuring cotton print designs similar to Bemis' new Sandman pattern.

It's the *new* trend. Take advantage of it now and pack your flour and feed in Sandman Bags.

All women recognize this fabric bargain...yardage in Sandman Bags at about one-third the cost of comparable cotton goods at the store. You'll want to get in at the front of the sales parade.

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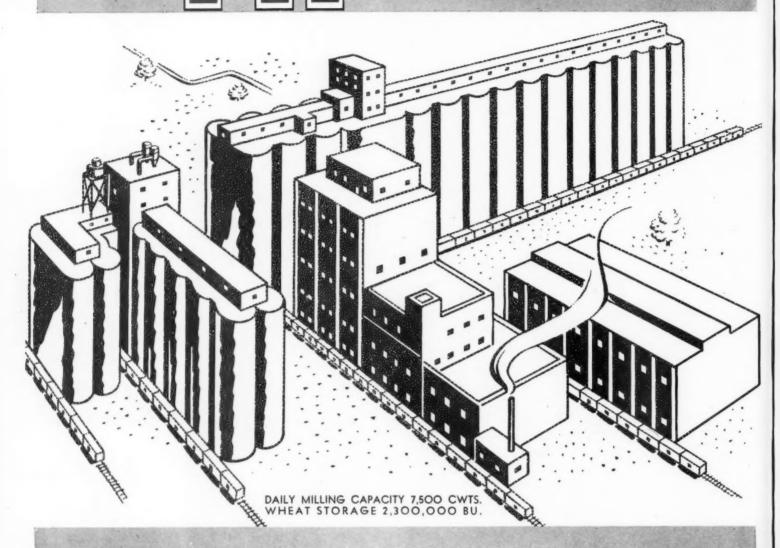
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from the makers of KELLY'S FAMOUS



The WILLIAM KELLY MILLING COMPANY

Capacity 5,000 Sacks

Grain Storage 1,000,000 Bus.



CAREER MAN!

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Commander • Gigantic • VNA • Cream Loaf • Larabee's Best

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Comment ...

. . . by Cooley

There is something about the Minnesota climate in December that makes one think about freezing. As the undersigned got up last night to shove more blankets into the wall chinks, he got to thinking about the future



F. W. Cooley, Jr.

a food industry which is turning more and more rapidly to freezing techniques. It is no secret that the baking industry let a lucrative market be taken away from it by other food manufacturers. Frozen pies made by bakers are just beginning to appear in freezer cases. If the housewife wants to have a supply of bread

available in her freezer at all times, she must take the loaf off the racks in its unfrozen state, carry it home and throw it in the freezer as it is or wrap it again herself in freezer paper. She knows that it is going to "go stale" within a few hours after it is removed from the freezer, but it seems to be worth it for con-

Now, is it not possible that the large loaf designed for the squeeze test might give way to a smaller, more compact loaf which will take up less room in the freezer, will remain edible longer after thawing, and will be packaged primarily for freezing?

Sure, some character may try to take the market by buying freezer cases, but he won't buy very many without putting a plaster on his trucks. Experts in food merchandising predict that 20 years' time will see freezer cases sixty feet long, so the food retailer will be set up to handle frozen baked foods with no more difficulty than he handles frozen meats and vegetables today.

Bakers individually are as hesitant about running into difficulty through freezing as is the industry generally, of course. On page 17 is a report of the recent meeting of the New England Bakers Assn.; some of them deny that freezing will ever amount to anything in the food industry, let alone in baking. Others are certain that freezing holds possibilities for all sections of the baking industry and deplore past hesitancies. Most of the latter category own two cars and a color

Stolen-from-somewhere-department: Be careful about saying it won't work; that distant sound may be the parade that has passed you by.

One inhabitant of the island of Manhattan took umbrage at our innocent remark about prices in the metropolis last month-it's nice to know that New York has its champions and we certainly agree that exhibition charges couldn't be any higher than in Atlantic City. And we suppose that the extra-curricular expenses are up to the individual, but at the same time we must feel sorry for them if the operators of the Ideal Bakery at Great Bend, Kansas, must buy their own dinner at "21."

In 1850, half the average family budget was spent for eating; in 1900, one third; today about one fourth.

Definition of a false friend: He buys all evening, takes you home, rings the bell-but won't wait.

Thanks for reading. See you next month.

Frank Cooley

Mr. Crumb . . .



"Strike out them words 'delicious,' 'juicy,' 'luscious,' and 'mouth-watering.' Just put 'pies dot-dot-dot, fifty cents."

Editorials ...

ON KEEPING PACE

Following the record turnout at the recent Baking Industry Exposition in Atlantic City, the industry likewise broke all attendance records at the National Hotel Exposition just held in New York. It is estimated that more than 50,000 buyers of food, food equipment and all other products used in hotels attended this exposition, at which there were more than 500 ex-

A reason for such high interest is the need in hotels, the same as in bakeries, to reduce costs in the preparation of large quantities of foods. In baking this entails the modernization of plants, which is essential to meet competition both from within and without the industry.

Improved operations, as exemplified in these expositions, eliminate waste, both in materials and man-hours. Closely tied in with this function are better cost accounting and improved inventory control.

In the hotel exposition emphasis was placed on the quick preparation of foods. While commercial baking is confronted with different circumstances in this respect, nevertheless experts say it needs streamlined operations, including manufacturing, delivering and merchandising. Here again the cost factor is deeply involved.

Not only is the trend toward cost control and modernization quite evident in the baking and hotel industries, but also in many others which have anything to do with the preparation of foods in quantities. Hospitals, public schools and industrial plants are outstanding examples of this

That more buyers than ever before attended the recent National Hotel Exposition shows the progressive thinking of that industry. Similar reasoning must also be true of commercial bakers for them to keep pace with the many types of businesses they serve.

The reason for this should be obvious-unless the giant and growing food service industries can buy the products they want from the baking industry they are going to turn elsewhere. This "elsewhere" can be other food varieties, or the food establishment can begin producing more and more baked foods in its own kitchens. It would seem that the baking industry cannot afford to have either of these alternatives come about.

The farthest advanced thinker-uppers on the guaranteed wage welfare front now call for a guaranty from the employer that he won't go

BREAD IS THE STAFF OF LIFE

broke and mess up the whole thing.

Trade Pulse

GEORGE F. CLAUSSEN, JR., vice president and member of the board of directors of the Claussen Bakeries, Inc., has resigned his position with the company effective Jan. 1 to enter private business. The announcement was made by SAN-FORD V. EPPS, president of the firm. Mr. Claussen, who has 25 years of service with the organization, began his business career with the firm upon his graduation from the University of Georgia. At that time his father, the late George F. Claussen, Sr., and his uncle, EUCLID CLAUSSEN, now vice-chairman, headed the operation of the com-

The Ark Bakery, Wichita, Kansas, has announced the appointment of J. H. WINER as the company's new manager. Associated with the C. J. Patterson Co., Kansas City, Mr. Winer succeeds WILLARD VANN, who has been transferred by the Patterson firm to Salina, Kansas.

JOHN DALY is now regional sales manager for Arnold Bakers, Inc., covering the eastern and mid-western states. He has been a sales representative for the company since 1948. Before joining Arnold he was with Armour & Co. A native of Lisco, Neb., Mr. Daly attended Creighton University in Omaha.

Directors of the Folding Box Assn. of America have announced the appointment of GUSTAV L. NORDSTROM as executive director, effective Jan. 1. Mr. Nordstrom, now executive secretary of the National Paper Box Manufacturers Assn., will succeed A. E. MURPHY, who is retiring after 22 years of service. Mr. Murphy, who has been with the Folding Box Assn. since its organization, will continue in an advisory capacity as special assistant to the president. Mr. Nordstrom will reside in Chicago.

The Freihofer Baking Co., Philadelphia, Pa., has announced the appointment of HERBERT J. SENTNER as comptroller. He was a certified public accountant for a large Philadelphia firm and served as assistant treasurer of another before taking the new post.

HARRY MUTCH, Mutch's Bakery, Orangeburg, S.C., has been elected president of the Orangeburg Chamber of Commerce to serve until October of next year.

FRANK HAMILTON has been promoted to plant superintendent of the Harvey container division of Robert Gair Co., manufacturers of paperboard and paper products, WILLIAM T. MAY, JR., vice president in charge of container operations, has announced. Mr. Hamilton, who has been in the paperboard industry since 1934, joined the Harvey Container Co. in 1953. Prior to this appointment he has been foreman of the corrugating, printing and finishing departments. The division is located in Plymouth, Mich., and was acquired by Gair early in 1955.

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In New Bulletin

Bread Acclaimed by USDA As Real Nutritional Bargain

WASHINGTON - White bread of today is acclaimed as a high type food in a new U.S. Department of Agriculture bulletin and a news reabout that bulletin which was issued recently. The bulletin also contains information about storing of

Bread is a real nutritional bargain, home economists of the U.S. Department of Agriculture say. Today's loaves of commercial white bread, compared to those of the mid-1930's have four times as much thiamine, three times as much riboflavin, and twice as much calcium, iron and niacin.

These and other facts about bread economics and nutrition are contained in a semitechnical bulletin—AIB No. 142, "Bread . . . Facts for Consumer Education"—just issued by USDA.

Research shows that U.S. city dwellers spend about 4% of their total food budget for bread and eat

five slices (a quarter of a loaf) daily.

Bread provides about 14% of the total thiamine in urban American diets, 13% of the niacin, 12% of the iron, 10% of the protein, riboflavin, and food energy, and 9% of the

Enrichment programs for flour and . . .

New USDA Exhibit Will Tell Story of Wheat and Bread

WASHINGTON-"Wheat and You" is the title of an educational and promotional exhibit to be shown for the first time in the patio of the administration building of the U.S. Department of Agriculture. The exhibit will open Dec. 1 and will continue for approximately six weeks.

It will tell the story of wheat from seeding time to the dinner table, with a peep behind scenes into the breeders' laboratory, describing all phases of variety development, production, processing, storage and final consump-tion of this important item of Amer-

Cooperating with the department in developing and producing this exhibit are such industry organizations as: The National Association of as: The National Association of Wheat Growers, the Millers National Federation, the American Bakers the National Grain Trade Council, the Grain and Feed Dealers National Assn., Oregon Wheat Commission, and general farm organiza-

One of the features of the exhibit will be an animated 4-foot model of a combine, harvesting wheat in a simulated field. Another animated model of a flour mill in operation—has been borrowed from its Swiss makers and is being shipped to this country by air especially for the exhibit. Other special features include a 3-dimensional bakery, and a display by the American Bakers Assn. of freshly baked breads, pastries, wheat prod-ucts, and baked goods traditional to the holiday season.

A new department publication, "Bread . . . Facts for Consumers,"

will be distributed at the exhibit.

Most of the exhibit will be available for later showings in other parts of the country.

bread, undertaken in the 1940's to increase quantities of three B vitamins (thiamine, riboflavin and niacin) and iron in the national diet, have done much toward establishing these high percentages of important nutrients in bread.

USDA home economists estimate that at least 80% of today's commercial white bread is enriched with specified amounts of the three B vitamins and iron

Prolonging bread's appetizing freshness to prevent waste is a major economic problem of consumers and bakers. Consumers can do a good deal themselves by storing bread according to experimental evidence as to

Research shows the best all-round place to store bread at home is in a refrigerator freezing unit or a freezer.

Freezing is practical, the home economists point out, either for bread in meal-to-meal use or for loaves stored several weeks. Frozen loaves will thaw in three to four hours at room temperature. Frozen slices can be toasted without thawing, but it takes longer.

The original wrapper of waxed pa-per or cellophane does a good job of keeping moisture from escaping. Storing bread in this wrapper is ad-The wrapper should be closed tightly after each use.

Second best place for storing bread is in a well-ventilated breadbox in a warm part of the kitchen.

Warm, humid weather may mean a molding problem. Bread can be saved from molding by storing it in the refrigerator. But at ordinary re-frigeration temperature the crumb texture of the loaf rapidly become harsh.

Nutritionists point out that bread has a place in every well-balanced diet, including the reducing diet. A slice of white bread 1/2 in. thick fur-

AMERICAN BAKER PHONE NUMBER CHANGED

MINNEAPOLIS - Installation of new Minneapolis telephone exchanges has resulted in a change in the phone number for The Miller Publishing Co., publisher of The American Baker. The new number is FEderal 2-0575.

nishes only 63 calories and a host of other nutrients. For comparison, a pat of butter or margarine adds 50

Single copies of "Bread . . . Facts for Consumer Education," AIB 142, can be obtained free from the Office U.S. Department of of Information, U.S. Departmen Agriculture, Washington 25, D.C.

J. R. Short Milling Co.

dent of the J. R. Short Milling Co.,

Mr. Short was born in Woodstock, 1921 to form the company bearing his name. He also founded J. R. Short Canadian Mills, Ltd., and served as vice president of that company.

Widely known for his social work, Mr. Short had been president and later board chairman of the Chicago

Surviving are a son, Jeffrey R. Short, Jr., and two daughters.

Founder Dies at 75 CHICAGO-Jeffrey R. Short, presi-

Chicago, died at his home in Winnetka, Ill., Nov. 27. He was 75.

Ont.. Canada, and came to the U.S. as a young man where he studied law and was admitted to the Illinois Bar. He worked for the Quaker Oats Co., becoming sales manager of the flour division. He left that organization in

Mr. Short was a pioneer in em-

ployee-welfare developments, starting an employees' savings and profit-sharing fund in the 'thirties. He believed in the regularity of savings and had his company participate in building up the employees' fund through profit sharing. Early in his career he established the policy of paying all hourly employees a guar-anteed weekly wage with paid vaca-

> in food." EAD IS THE STAFF OF LIFE

N. Y. Chemists to Hear Talk on Food Radiation NEW YORK-Dr. Joseph Silverman, technical director of Radiation Applications, Inc., will speak at a meeting Dec. 13 of the New York Section of the American Association of Cereal Chemists. The meeting—a dinner meeting—will be held at 6:30 p.m. at the Hotel George Washington,

Lexington Ave. and 23rd St.

The subject of Dr. Silverman's talk will be "Atomic Radiation in the Food Industry.

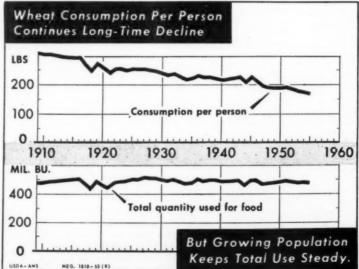
AMERICAN BAKER'S N.Y. OFFICE MOVES

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The Eastern States office of The Miller Publishing Co., publisher of The American Baker, moved Dec. 1 to new and larger quarters at 551 Fifth Ave. The complete address of the new office is: Suite 3214, 551 Fifth Ave., New York 17, N.Y. The new telephone number will be MUrray Hill 2-2185. The teletype number remains unchanged: NY 1-2452.



Wheat consumption per person in the U.S. has been declining during the past 50 years, and undoubtedly much longer, says Robert E. Post of the Agricultural Economics Division, U.S. Department of Agriculture. However, with the increased population, the total quantity now used is about the same as it was 50 years ago. The per capita consumption in 1954 averaged 177 lb., and 173 lb. is estimated for 1955, down nearly half from the 310 lb. in 1909, the first year shown in the series. In the last eight years, the decline has averaged $2\frac{1}{2}$ lb. per year. Total consumption of wheat for food in 1954 was 475 million bushels, the same as in 1909. The estimate for 1955 is 474 million bushels.

Three Orange Food Colorings Removed From FDA List

WASHINGTON-The Food & Drug Administration has removed three widely used coal-tar dyes from the list of approved coloring materia's which may be added to foods.

The order, effective 90 days after Nov. 16, was signed by Marion B. Folsom, Secretary of Health, Education and Welfare, under the Food. Drug and Cosmetic Act. The law requires that food colors be certified as completely harmless.

FDA Commissioner George P. Larrick said the three colors involved are harmless in the amounts ordinarily consumed in foods, but recent scientific investigation shows they are not harmless when fed in large amounts.

The colors involved are FD&C Orange No. 1, FD&C Orange No. 2 and FD&C Red No. 32. Orange No. 1 has been widely used in candy, cakes, cookies, carbonated beverages, desserts and meat products, especially hot dogs. Orange No. 2 and Red No. 32 are dyes which have been used in coloring the outer skin of oranges.

While manufacturers will no longer label and sell these red colors for food use they may label and sell them for external drug and cosmetic use. In the future the colors will be identified as Ext. D&C Orange No. 3, Ext. D&C Orange No. 4 and Ext. D&C Red No. 14. The order announcing the change is the final version of a regulation based on evidence reat a hearing held in December. 1953.

For many years the certification of coal-tar colors was carried on as a voluntary arrangement between the industry and the government. Certification became mandatory when the Food, Drug & Cosmetic Act of 1938 was passed. Under the law manufacturers of coal-tar colors routinely submit a sample from each batch to the Food & Drug Administration laboratories in Washington for testing to determine whether they meet required standards of purity. law requires all coal-tar food colors "harmless and suitable for use

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P. Val. Kolb

P. Val. Kolb, Sterwin Chemicals Head, Dies

ROCK HILL, S.C.—P. Val. Kolb, president of Sterwin Chemicals, Inc., died Dec. 5 at the home of his sister, Mrs. W. J. Roddy, Jr., here, follow-ing a lengthy illness.

Mr. Kolb was a leading figure in the bread enrichment program in the U. S. and was said to have sold the first bread enrichment tablet used in

Sterwin Chemicals was organized in 1949 as a subsidiary of Sterling Drug, Inc., with Mr. Kolb as president. Sterwin was set up to distribute the products previously sold by the combined special markets and industrial division of Winthrop-Stearns, Inc., and the vanillin division of General Drug Co., also Sterling operations. Mr. Kolb had been a director of both divisions

Mr. Kolb had been associated with the Sterling organization since 1940, specializing in sales to the process industries. In 1946 he was elected vice president of Winthrop-Stearns, Inc. Formerly president of the Provident Chemical Works, St. Louis, Mr. Kolb had been identified with the development and sale of chemicals to the food industry for more than 31 years.

Mr. Kolb joined the Swann Chemical Co., Birmingham, Ala., shortly after the First World War. He was sent to St. Louis as sales manager when the company acquired the Provident Chemical Works. He became president of the latter firm in 1932.

Marietta, Ga., was the birthplace of Mr. Kolb. His first business connection was with the Tennessee Coal, head of the providence of Mr. Reilwed Co. Principles of Mr. Reilwed Co. Principles of Mr. Reilwed Co.

Iron & Railroad Co., Birmingham,

Funeral services for Mr. Kolb will be conducted Dec. 8 from the Mayes-Ward Funeral Home, Marietta, Ga.

Ward Sets Up Ohio **Distribution Branch**

AKRON, OHIO - A new distribution branch has been established here by Ward Baking Co. to handle Tip-Top bread and cakes and the pastry line of Handy Baking Co., Inc. Handy Baking Co., Inc., will con-

Handy Baking Co., Inc., will continue under the same management, according to H. H. Spoerndle, president of Handy. The only change will be in distribution, he said.

All former Handy salesmen have been brought into the new setup.

Ohio Bakers 50th Convention Set For Jan. 15-17

CINCINNATI — The Ohio Bakers Assn. will hold its golden anniversary convention in Cincinnati at the Hotel Sheraton-Gibson Jan. 15-17, 1956.

Theme for the three-day meeting will be "Work and Play." Sound, solid sessions packed with practical solutions to problems and new ideas discussed and exchanged among successful business men will be bal-anced with time for fun and some surprise entertainment, B. F. Klos-terman, OBA president, said.

"The royal carpet of welcome will be out in the Queen City and one

be out in the Queen City and one of the most instructive and enter-taining programs in the baking industry is being planned," Mr. Klosterman said. All details are not available at the present but state-wide enthusiasm was evident, promising a record-breaking attendance.

ising a record-breaking attendance.
"Convention co-chairmen William
Thie and Morgan Pennington of Cincinnati have a program ready that
will do credit to the OBA on its
fiftieth anniversary," he said. "That's
why 'Everybody's Going to the Jubilee in Cincy,' has been adopted as
the slogan for this convention."
Highlights of the convention in-

Highlights of the convention in-clude baking demonstrations spon-sored by the Cincinnati Retail Bak-ers Assn. on Sunday afternoon and a retail session exploring new ideas in the industry sponsored by the Ohio Valley Production Club. The president's reception will be held Sunday night, followed by a program

of entertainment and dancing.
The official opening will take place Monday morning with the mayor of Cincinnati giving the welcoming address. President Klosterman of cinnati will review the association's activities during the past year and J. Martin Schneider, Cleveland, board chairman of OBA, will outline the future prospects for the association. Brief reports by secretary Clark L. Coffman and treasurer H. H. Gasaway will be made. Monday's after-noon session will be devoted to group discussions covering various phases of the baking industry, including retailing, multiple units, wholesale, house-to-house, allied and pie baking. Feature of the Tuesday activities

Feature of the Tuesday activities will be a baking merchandising panel discussion and cake decorating exhibition. The afternoon of Tuesday will be taken up with consideration of administrative problems by the board of trustees. A meeting of the purchasing agents and local plant visitations by visitors is also scheduled at this time. The climax of the three-day meeting will be the final dinner and entertainment Tuesday dinner and entertainment Tuesday evening.

Members of the convention com-mittee are: Firmin Deibel, Peter Ginmittee are: Firmin Deibel, Peter Ginzinger, Jack Eagen, Lee Ebrle. Joe Busken, Henry Weiss. Lou Hiedeman, Heinz Kickbusch. Earl Weisbrodt, Russ Wiedeman, Ernie Nickles Scotty Howell, Carrol Wise, Thorton Slater, Billy Fox, Bud Spang. C. J. Seybolt, Z. Kuhnreich. Mike Petras, Cy Seybolt, Mel Parker, Bill Adelbelm. Ed Cassidy, George O'Rourke helm. Ed Cassidy, George O'Rourke and Ivan Perkins. EAD IS THE STAFF OF LIFE-

Appointments

RICHMOND, VA.—Harry S. Moore has been named director of sales and W. H. Wollman has been appointed sales manager of Southern Bis-cuit Co., Inc., Richmond, Va.







NEW CONTINENTAL DIRECTORS - The Continental Baking Co., New NEW CONTINENTAL DIRECTORS — The Continental Baking Co., New York, elected three new directors at a meeting of the company's board of directors Nov. 28, it was announced by R. Newton Laughlin, president. The new directors are Joseph Klingenstein, senior partner of Wertheim & Co., investment consultants and bankers for Continental since 1939; Ralph Owen, president of Equitable Securities Corp., Nashville, Tenn., and George E. Egger, president of the Morton Packing Co., Louisville, Ky. Mr. Laughlin explained that it was decided to increase the number of directors because of the growing trend toward diversification of products manufactured by Continental and to establish a better balance between officer and non-officer directors. The new directors bring to 13 the total number of the board.

Continental Baking's Purchase of Morton Firm Completed

LOUISVILLE, KY.—The Continental Baking Co. Nov. 30 formally acquired all the business and property of Morton Packing Co. of this city, one of the country's large producers of frozen meat pies and frozen fruit pies. R. Newton Laughlin, president of Continental, made the announce-ment at a meeting here when the official transfer of title took place.

"This is another step in Continental's continuing program of diversifi-cation," Mr. Laughlin said. The largest company in its field, Conti-nental Baking has 80 bakeries from coast to coast. Among its well-known products are Wonder Bread and Hos-tess Cake. Earlier this year Continental purchased the stock of Stewart's, Inc., Memphis, producer of potato chips, mayonnaise and snack

Mr. Laughlin also announced the formation of a wholly-owned subsidiary of Continental Baking Co. under the name of Morton Frozen Foods, Inc., which will own the properties and operate the business under the same management that guided Morton Packing. George E. Egger, president of the former Morton Packing Co. will sown as president and ing Co., will serve as president and chief executive officer of the new sub-sidiary. Earlier that month Mr. Egger was elected a director of Continental Baking Co.

The manufacturing plants of Morton Frozen Foods, Inc., are located at Crozet, Va.; Nashville, Tenn., and Webster City, Iowa. The company products include Morton frozen beef, chicken and turkey pot pies and Morton's frozen apple. ton's frozen apple, peach, cherry and blueberry pies. The products are distributed throughout the U.S. and Canada.

BREAD IS THE STAFF OF LIFE-

CUSHMAN'S EARNINGS UP

CHICAGO-Cushman's Sons, Inc., reports net income of \$333,173 for the 40 weeks ended Oct. 8, 1955. This compares to net income of \$176,998 for the corresponding 40 weeks of

Missouri Bakers Assn. Holds Fall Outing, Elects D. R. Newsam

OSAGE BEACH, MO.—David R. Newsam, Jefferson City, was elected president of the Missouri Bakers Assn. at the annual fall outing at the Kirkwood lodge here recently. Mr. Newsam who is president of the Hammon Baking Co. has been head of the group insurance committee of the association during the past year.

Other officers elected include Le-Roy Gillan, Gillan's Bakery, Moberly, first vice president; Carl Muff, Muff's Bakery, Trenton, second vice presi-

Bakery, Trenton, second vice president; Sam Pasternak, Cake Box Bakers, Kansas City, treasurer, and George H. Buford, Flour Mills of America, Inc., Kansas City, secretary. William F. Ellerbrock, Ellerbrock Bakeries, St. Louis, immediate past president, was named to the newly created post of chairman of the board and ambassador of good will. New directors elected for three-year terms were Nolan Junge, Junge Baking Co., Joplin, and Walter H. Williams, Colonial Baking Co., St. Louis. Appointed to head the group insurance committee was Donald Trout,

surance committee was Donald Trout, Trout's Bakery, Boonville; labels and sanitation, Allen Lawrence, Colonial



D. R. Newsam

Baking Co., Springfield, and membership, Herman E. Barton, Columbia Baking Co., Columbia.





SBA BOARD MEETS—The board of governors of the Southern Bakers Assn. held a meeting during the recent Atlanta production conference. Some of those attending are shown above. Seated, left to right, are Roy H. Peters, Lakeland, Fla.; Sanford V. Epps, Augusta, Ga., vice president and chairman of the board; Ralph Ward, Norfolk, Va., president of the SBA; R. H. Bennett, Atlanta, and Benson Skelton, secretary. Standing are William J. Rains, Lexington, Ky.; C. B. Singleton, Montgomery, Ala.; Lloyd C. Bost, Shelby, N.C.; Philip B. Hardin, Meridian, Miss.; Louis F. Barth, Atlanta, and George B. Grant, Atlanta. This is the fifth Annual Conference. At the right is the board of trustees, SBA University Fund, Inc., at its meeting held during

the production conference. Seated left to right are Louis F. Barth, Atlanta; Brooks Pearson, Atlanta; R. H. Bennett, Atlanta, co-chairman; Sanford V. Epps, chairman; Ralph Ward, Charles D. Singleton, Montgomery, Ala.; James A. Stroupe, Atlanta; William H. Kelley, Gastonia, N.C.; A. R. Fleischmann, New York City; Lee Holley, Atlanta; L. Paul Nobert, Greensboro, N.C.; Harry Mutch, Orangeburg, S.C.; E. L. Harding, Atlanta, and Benson Skelton, Atlanta, secretary-treasurer. Mr. Holley and Mr. Nobert were in attendance presenting a plan for additional fund raising among allied members. Trustees absent were: Ogden A. Geilfuss, Atlanta; George D. Grant, Atlanta; John L. Murray, Augusta; Paul D. Nease, Birmingham, president, SBA Allied Assn.

Production Shares Spotlight With Selling At Southern Bakers Production Conference

ATLANTA, GA.—Emphasis on retail production and merchandising problems, together with a discussion of diversified topics of interest to the wholesaler which included brew fermentation, bulk handling and new crop flours, highlighted the program of the fifth annual production conference of the Southern Bakers Assn., held Nov. 13-15 at the Hotel Biltmore, under the direction of conference chairman James E. Stroupe, James E. Stroupe Co., Atlanta.

After a word of welcome by presi-

After a word of welcome by president Ralph Ward, Merchants Bakery, Norfolk, Va., Vaughn Vincent, Vaughn's Bakery, Atlanta, meeting chairman at the opening retail session, introduced K. Camille Den Dooven, H. A. Johnson Co., Boston, Mass., who discussed retail bakery costs.

Formula for Success

To be successful, Mr. Den Dooven declared that the retailer must give the best of service, present attractive displays, offer a good variety and above all, know his costs. Material costs in a bakery cited by the speaker averaged 37%, labor 18%, manufacturing 10%, depreciation 2%, office expense 3%, rent 5%, sales expense 8%, depreciation of store fixtures 2%, and stales 3%, making a total cost of 88%, leaving a 12% profit. A second bakery had an ingredient cost of 34%, labor 20%, manufacturing 10%, equipment depreciation 2%, office expense 3%, rent 6%, sales expense 10% and stales 2%, totaling 87%, leaving a net profit of 13%.

Factors adversely affecting ingredient costs cited were inefficient purchasing and storage, lack of control in scaling, excessive stales, heavy pan greasing, materials left in the mixing bowl, etc. Where profits are on the low side, a weekly inventory was advocated and then changing to a monthly check when profits were on a sound basis. The speaker stated that "selling starts in the shop" and employees should be imbued with the spirit of presenting the products of their craft to the consumer in as perfect a condition as possible. Lower selling and overhead expenses will enable the retailer to put more into his materials and he cautioned against cutting prices to get more

business, as this usually brings reprisals from competitors.

An attractive display of fancy cookies, pre-packaged in cellophane bags and re-use containers was displayed by L. A. Weidman, Procter & Gamble Co., Cincinnati, Ohio, who declared that featuring these impulse buying items does not adversely affect the sale of regular bulk cookies. When pre-packaged and priced at so much per pound, the consumer immediately knows how much she gets for her money; the cookies are customarily sold for around \$1.25 lb. There is no substitute for butter as part of the shortening in making these items, he said. Small items such as these will dry out completely on the hot pans after withdrawing from the oven if they are over baked.

Pie Production Hints

E. J. Welter, Swift & Co., Atlanta, Ga., stated that from 27 to 35% of all dessert served in the American home is pie. A good pie, he said, consists of a tender, rich, flaky crust, a clear, brilliant filling with a true fruit flavor. In making the pie, the use of an unbleached type cookie flour, with a protein of 8 to 9.5% and a shortening of best plasticity and bland flavor, such as a pie lard or vegetab'e pie shortening, was recommended. Sugar up to 2% of the weight of the flour is sometimes used to help color the crust. He said apple and cherry are the two most popular fruit varieties and recommended the use of a hand crust roller.

Some of the suggestions offered for making a good pie were: have the pie well filled with fruit. Two pounds of process cherries will make a good 9 in. pie. Avoid the use of excess water in the crust. Regular cornstarch may be used in cream pies, but waxy maize starch will give better results in fruit pies. It is not a good practice to cook the fruit with the juice. A number of gums used as thickeners will give outstanding brilliance to the filling. Use a good stabilizer to prevent meringues from breaking down. From 400 to 450° F. is a good temperature for browning the meringue. Overmixing of the pie dough results in excess shrinkage of the crust. A number of open-faced pies were displayed and

sampled by the audience at the conclusion of his talk.

Jack Lanum, Anheuser-Busch, Atlanta, Ga., M. C.'ed a noon luncheon meeting at which H. W. "Tubby" Walton, Atlanta, Ga., nationally known speaker and former St. Louis Cardinal scout, gave an inspirational talk on human relations during which he advocated that business men "should spread the milk of human kindness if they are to play in the big league."

Afternoon session chairman Harry Mutch, Mutch's Bakery, Orangeburg, S.C., presented Mrs. H. Parker Henderson, Henderson's, Inc., Jacksonville, Fla., who advocated featuring decorated cakes which result in building customer good will, reduce the necessity of advertising and put more money in the cash register. She demonstrated how an 8 in. 2 lb. 10 oz. cake, customarily selling for \$1.60, could be sold for double the amount with the addition of 12 to 16 oz. of icing and 7 to 8 min. decorating time. She also displayed a number of handsomely decorated cakes.

Miss Roberta Lamb, Standard Brands, New York, urged the bakers to achieve greater sales through better merchandising methods by making use of a planned mail campaign for specialty cakes for all occasions. A mailing list can be developed by keeping a record of dates sold to customer and by watching newspapers for birthdays, anniversaries, etc.

pers for birthdays, anniversaries, etc.

Letters can be sent to manufacturing p'ants requesting their coffee break business. She advocated the use of price tags as the supermarkets have trained the consumer to look for the price.

"Bakers should glamorize their displays with end use suggestions, display actual fruits used in the pies, give sample cookies to children, capitalize on the convenience angle by baking a cake for the consumer to decorate and satisfy her desire to 'do it yourself' by showing her how to create attractive desserts with the baker's cake, all of which will prove to be merchandising magic."

Fred Smedley, Chas. Dennery, Inc., New Orleans, La., presented a number of formulas for cakes displayed in front of the rostrum, from which a large variety had been created by using a basic topping and different fruit spreads. The speaker felt that chiffon cakes have declined in popularity because bakers generally have substituted emulsions for natural fruits and then sold themselves on the idea that there was a lack of demand for this type of cake. He declared that formulas are not as important as the use of quality ingredients and that bakers should be ever mindful of the fact that the housewife, who is constantly looking for something new, is the baker's real competitor. He stressed there should be no hesitation about asking a fair price for a good quality cake.

A question-and-answer period followed after which Mr. Mutch closed the retail session by making a plea for bakers to join their local and regional associations, stating that it really cost them money not to belong.

Wholesale Sessions

President Ralph Ward welcomed the wholesalers to an all-business meeting, which over a period of years had developed a very fine reputation. Chairman Jim Stroupe outlined the program to follow which was designed to benefit all who attended.

Continual competition for a place in the stomach of all food is of vital concern to the baking industry was the opinion expressed by T. J. Otterbacher, Corn Products Co., Chicago, Ill. In forecasting the future he predicted bread with higher protein content in keeping with the trend toward increasing use of protein foods. He reminded his audience that the sweeter a product is, the less of it will be consumed, and that any promotion on the use of various types of sweeteners "hasn't sold an extra pound of bread."

He predicted that developments such as dry ferments and the isolation of organic flavor constituents will make possible a simple continuous mixing process with the dough extruding into a continuous pan which would eliminate end crusts.

A brew fermentation panel at which M. J. Swortfiguer, American Dry Milk Institute, Chicago, presided as moderator was composed of Ralph Manewal, Standard Brands, Inc., Minneapolis; Clifton Scarbor-

ough, Borden Co., Kannapolis, N.C., and S. Joe Meyer, Bowman Dairy Co., Chicago.

Mr. Swortfiguer in presenting his panel, declared that any new method reveals its shortcomings before its merits and sometimes requires a considerable period of time before perfection is achieved. Too often failure results because of a lack of time and detail. He opined that the process is in a way a no-dough time method, accomplishing in 30 min. what normally requires some four hours by the sponge-dough method. He said it is a growing thing and is making outstanding bread today.

Mr. Manewal declared that it has been found that certain oxydizing agents were not needed in the ferment but required in the dough stage and the development of different types of yeast foods became necessary. Brew tanks should be equipped with agitators of sufficient size to assure a homogeneous mixture without excessive speed and proper motion should be assured by a series of baffle plates to materials settling out of solution.

A ferment formula based on the use of 3,500 lb. flour would contain 44.1% water, 1.5% yeast, 1.25% salt, 2.0% sugar, 1.25% dry diamalt and .25% bread improver. The temperature shou'd be from 80 to 85° F. and the time from 31/6 to 4 hours when the pH will reach 4.8 to 5.1. The dough would contain 238¾ lb. of the ferment, 500 lb. flour, 120 lb. water, 7½ lb. yeast, 5 lb. salt, 2½ lb. yeast food, 15 to 30 lb. nonfat dry milk solids, 10 to 15 lb. shortening and 30 to 40 lb. sugar. Mixing time 4 to 6 min. after clean-up. Temperature 82 to 85° F. with a floor time from 30 to 45 min. The speaker presented a series of charts showing various types of bread and rolls made by the process.

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Clifton Scarborough said that when the process was first introduced bakers saw in it benefits that were not yet there. The fact that bread could not be made with the conventional equipment has resulted in a current slackening of interest, but bakers are waiting for the development of such equipment, when interest will be revived. "The process will eliminate the need for making individual batches and inspired research has brought the goal almost in sight," Mr. Scarborough said.

Joe Meyer said repeated tests have shown that the use of 6% milk solids in the ferment gives the best results and not less than 4% should be used. He recommended the use of a bromate type yeast food in the ferment and an iodate type in the dough stage. Uniformity of the flour used is more necessary when using the brew process. If the ferment is used at too low a temperature an apparent youngness persists all through the process. The bread should be baked a little longer and at a slightly lower temperature. The speaker was of the opinion that one of the biggest sources of trouble was inadequate sanitation in the cleaning procedures.

In commenting on the ever-present conflict between production and sales departments, Harrison Jones, former chairman of the Coca-Cola Co., Atlanta, emphasized the fact that the product must precede everything else or there is no need for selling and advertising. These functions merely spread the reputation of production, making the promises which production must deliver. All sanitation practices go for naught unless they are carried to the last word right down to the habits of the personnel. In a business such as baking, he declared,

the slightest deviation can undo all that has been built up.

Adolph J. Svitak, Colonial Bakeries, Atlanta, presided as chairman at the afternoon session.

Pound Cake Discussed

Pound cake as made today is geared to a standard of price and no longer resembles true pound cake, opined Harry R. Vernon, Swift & Co., Chicago. His recommendations for making a good pound cake included temperature and specific gravity control of the batter and the incorporation of ½ of 1% of calcium salts to prevent raisins from sinking to the bottom. A minimum formula for good pound cake should consist of 100% flour, 110% sugar, 60% shortening, 65% eggs, 5% milk solids, 2.5% salt and 45% water (variable) and no baking powder. He told of various ways to vary the cake to stimulate sales, which included the use of blueberries, raspberries, orange puree, caramel fudge, upside down cake, plum, chocolate pecan, pineapple, walnut, lemon lime and cheddar apple.

In the absence of Paul Jones, Jones Bros. Bakery, Inc., Greensboro, N.C., the subject of bulk flour was handled by J. S. Devanny, International Milling Co., Minneapolis, and John Wayt, American Bakeries Co., Atlanta.

This method has much to offer, as it eliminates sack costs, flour loss, reduces flour inventory, minimizes infestation hazards, increases sanitation and results in space savings, with an overall estimated saving of from 10 to 35¢ per sack, they said. Vertical bins are the easiest to fill and it was recommended that flour be sifted from incoming cars. The initial installation costs are heavy and experienced engineers should be employed when converting over to this method.

H. W. Gillespie, National Glaco Chemical Corp., Chicago, presented a series of pictures portraying how pan glazing, if properly used, can result in a more sanitary plant, products with no sidewall collapse or off-flavor, faster heat transfer in baking, freedom from pan washing, saving of space which costly pan washing equipment would occupy and no slow-down in production. Cripples are greatly reduced because the difficulty in releasing bread from freshly washed pans is eliminated, he said.

Production's Responsibility

In discussing production's responsibility to sales, Charles Golden, Holsum Bakeries, Tampa, declared that there must be the same atmosphere in the bakery as in training a football team with a more sympathetic understanding between production and sales. The production manager should ride the routes, discuss with the sales manager why certain things are done, investigate all complaints and see how products compare with competition, he stressed.

Roy Peters, Butter-Krust Bakeries, Inc., Lakeland, Fla., stated that it was sales responsibility to production to provide a stop in sales meetings where the production manager can be heard, effectively control stales, be completely sold on the product, never compromise on quality, maintain a fresh market at all times, see that the product gets to the customer in the same condition as it leaves the bakery and invite customer visitation to the plant. "Production," he said, "can get the product to third base, but sales must get it home."

The final day's session started with a group breakfast with Barney Evers, A merican Bread Co., Nashville, Tenn., presiding as master of ceremonies, at which Dr. Robert Young,



SOUTHERN BAKERS CONFERENCE—Above is a picture of those at the head table at the Southern Bakers Assn.'s fifth annual Production Conference breakfast which was held in the Empire Room at the Biltmore Hotel Nov. 15. This year a breakfast took the place of the dinner which has been held at previous production conferences. Those in the picture are: Seated, from left to right, James E. Stroupe, conference chairman; Dr. R. C. S. Young, breakfast speaker; F. B. Evers, Sr., master of ceremonies, and Rev. Arthur Vann Gibson, Presbyterian minister. Standing, left to right: Walter N. Clissold, who directed the singing; Fred Adler, who furnished the music for group singing; Ralph Ward, president of the Southern Bakers Assn.; Sanford V. Epps, SBA board chairman, and Benson Skelton, secretary.

Grandville, Ohio, was the guest speaker. Dr. Young, one of the most sought after speakers of his type in the country, declared that the right to inquire is our sacred heritage in America, the only country in the world that recognizes the dignity of labor and the individual under God—where the only security a person needs is opportunity, because he is recognized for what he is.

No Changes in Sugar Act

The only limit on our possibilities of accomplishments is the intelligent training of our manpower was the comment of Sen. Walter F. George who felt that new sugar legislation would be little changed from the existing act.

Session chairman E. M. Voorhees, Better-Maid Products, Inc., New Orleans, introduced Ray Thelen, Pillsbury Mills, Inc., Minneapolis, who reviewed the development of sweet yeast raised goods from World War I era to the present time. He advocated that bakers develop a quality item using new fillings and toppings, forget about costing and sampling it and market testing it to insure consumer acceptance.

French bread as made in New Orleans was discussed by Andrew Reising, Sun Rise Bakery, Inc. A crescent top cut is used to open up the loaf and give more expansion. The loaf is scaled at 12 oz., takes about 70% absorption and 0.9% of yeast food for a good oven spring. The dough is not punched, given 40 minutes intermediate proof, proofed on boards for about an hour at 105° F. and baked with low pressure steam for 30 minutes. It has a shelf life of about 18 hours. He extended an invitation to all to attend the Tri-state meeting in New Orleans in February.

J. S. Devanny, International Milling Co., Minneapolis, stated that both spring and winter wheat crop associations were doing much to improve flour from the bakers standpoint and that there is very little difference in either crop this year over last year's wheats.

On the Southwest flours the absorption is about 1% lower and mixing time the same. An increase of yeast food to 8 to 9% was recommended with a probable reduction to 5% as the crop matures. On spring wheats the average protein is somewhat higher and the yeast food should be increased slightly to a

maximum of .5% with no change in the mixing requirement and the same floor time. If the flour is handled by bulk aeration some beneficial effects will be noted. He recommended a rotary storage system so that as the flour is used it will be the same age.

The requirements for a good package as listed by Merrill Maughan, Inter-Industry Bakery Package Committee, Chicago, were: One that stacks well, protects the contents, maintains the identity of the bakery when it gets into the home, occupies a minimum of space, looks attractive and sells well.

It should be one that will whet the appetite, be easy to handle and be standardized so that it will find a place on the shelf of the grocery in competition with other items which are expanding faster than the available shelf space. The trend is toward pre-packaging

The trend is toward pre-packaging and self-service, and Mr. Maughan declared that it might be well for retailers to look into these possibilities.

The final speaker, Harvey Rodgers, Research Products Co., Kansas City, opined that workers are what we make them and no one has found the answer to training a man for a new job unless well qualified trainers take the time to do it. The finest materials are of no avail unless they are properly processed by trained personnel and bakers should be prepared to meet human failure with a trained manpower reserve.

manpower reserve.

A resolution was passed commending conference chairman James E. Stroupe for his exceptionally fine job in arranging the program and president Ralph Ward closed the meeting by thanking all who had helped to make it an outstanding success.

There was a total registration of 354 which included 109 bakers, 218 allied men and 27 guests. The next conference will be held Sept. 16-18, 1956, at the Biltmore, Atlanta.

NEW JERSEY PARTY

NEW BRUNSWICK, N.J. — The Sixth Annual Christmas Party and Ladies' Night of the North Central Jersey Association of Bakery Owners division, New Jersey Bakers Board of Trade, Inc., was held Dec. 7 at Rendale's Restaurant, Highway 22, Dunellen, N.J. Festivities began at 6:30 p.m. and included cocktails, steak dinner, gifts for each lady and prizes.

Flour Market

Flour Price Changes Varied

The past several weeks produced no exceptional developments in the wheat and flour market, with price changes somewhat mixed. In general, buyers showed more interest in purchases of spring wheat flour than in hard winters, a situation probably explained by the fact that the baking industry as a whole held prior to that time a heavier backlog of orders for hard winters than for springs. A considerable portion of the spring wheat flour transactions involved switching of contracts made previously for hard winters under option arrangements made at the time of original purchases. This activity, of course, tended to restrict the amount of actual new buying, although dur-ing one period following a price break and recovery some fairly large purchases of springs were made. It is generally felt that markets will be relatively quiet through December, with more attention likely to be paid to future flour needs early in 1956 after a more definite measure of "free" wheat supplies can be made. At the same time, however, the politi-cal discussions of farm price supports are likely to become more of an influence on markets as the start of the next session of Congress ap-

Wheat Price Changes Vary by Markets

In the past month wheat futures at Chicago and Minneapolis advanced 1½ @4¢ bu. while Kansas City futures held unchanged or declined moderately. Day-by-day price changes were sometimes larger than this relatively stable trend would indicate. Cash wheat prices, meanwhile, turned softer at Minneapolis, with ordinary types off about 4¢ bu. and higher proteins off about half that amount. Kansas City cash wheat prices were up 1½ @4¢ bu. in the same period. Changes in millfeed prices were minor and had little influence on the pricing formula so that flour price changes followed wheat costs rather closely. Standard grades of spring wheat flour declined about 15¢ sack in the month ending with early December and hard winters advanced about 10¢ sack.

Support Program Still Top Factor

While the possibility of unexpected events can never be entirely ruled out, the future trend of wheat prices remains almost completely dependent on the influence of the government's price support program. The reduction of market supplies as wheat goes into loan—or is held back by producers for possible entry into the loan later on—provides about the only substantial support for prices in the current wheat surplus situation. So far this year farmers have not placed nearly as much wheat under loan as they have in most recent years, but at the same time cash market offerings have not been particularly burdensome. To some observers this indicates that many farmers are delaying a decision on

this matter until after the first of the new year. Producers have until the end of January to apply for loans.

Smaller Amount Under Loan This Season

By the middle of October, farmers had placed about 180 million bushels of wheat under support. Through the same period last year, 302 million bushels had been entered in the program. This lighter participation is explained in part by the fact that prices during the heavy marketing period this year were nearer to the support level than a year earlier, and thus a larger portion of the crop was marketed. The U.S. Department of Agriculture, however, continues to hold control over a huge amount of wheat through the loan and its inventory of wheat acquired from previous years. At the end of October almost 920 million bushels remained in the inventory, and the combined loan-inventory total was around 1.1 billion bushels.

Average Wheat Price Shows Little Change

Wheat prices on the average showed no change between Oct. 15 and Nov. 15, according to government statis-The average on both dates was \$1.94 bu., having moved up from \$1.92 in mid-September. A year earlier, the average November price was \$2.12 bu., with the higher figure resulting from the then-prevailing higher price support rate. While averages, of course, do not tell the whole story in making comparisons, they do in a broad sense show something of what has been happening in the wheat situation. The November average price this year as reported by USDA was 14¢ below the national average support rate of \$2.08 bu. A year earlier the average price was 12¢ below the average support rate of \$2.24 bu. The somewhat wider gap this year could eventually lead to considerable acceleration in loan participation. Whether this conclusion is valid or not, it is nevertheless interesting to note how closely wheat prices follow the pattern set by the support level.

Political Attention To Prices Grows

Wheat price supports, along with all other phases of the agricultural economy, continue to get a lot of attention from politicians as it becomes apparent that farm prices will be a major issue in the coming campaigns. The administration appears steadfast in its determination to give flexible supports a fair chance, although it is reported to be considering a type of "soil bank" plan for paying farmers to reserve some acres normally planted to crops. This proposal seems to be gaining considerable support, and the forthcoming session of Congress will undoubtedly produce a great deal of debate on this and other farm price proposals. Some diehard proponents of rigid, high supports are certain to carry on a strong campaign for their ideas, and the outcome is certainly uncertain at this time. While whatever is done cannot have a direct influence on immediate price developments, the discussion of the issue is bound to influence the course of markets day by day.

Tri-State Bakers Hold Fall Meeting

NEW ORLEANS—The fall get-together meeting of the Tri-State Bakers Assn. was characterized by those attending as an even greater success than the one last year. Some 85 persons participated in the varied program features in old New Orleans most of them attending all the functions, and a few taking part in one or two.

The gathering opened with a luncheon in the Count's Room of Arnaud's Restaurant, in the city's historic French Quarter. President Charles Maggio, Tasty Baking Co., Baton Rouge, La., gave a short talk, in which he welcomed the guests and

Market Editor



George L. Gates

bade them enjoy the entertainment and hospitality. Andreas F. Reising, chairman of the meeting, thanked all who had helped in making arrangements for the get-together. This was followed by a tape-recorded address on salesmanship.

on salesmanship.

During the afternoon, there was informal discussion of plans and arrangements for the forthcoming Tri-State convention scheduled for next Feb. 5-7 at New Orleans. The evening was left open for the visitors to seek their own form of entertainment.

On Saturday forenoon a cocktail hour was given in the colorful and quaint Reising home and patio in the Vieux Carre. A large variety of delicacies, hors-d'oeuvres, snacks and sandwiches were served and beverages dispensed—the latter in the colorful bar in the old servants' quarters back of the patio.

ters back of the patio.
At 1 p.m. the group went to the Sugar Bowl for Tulane-Auburn game, which also marked Tulane's homecoming. Attending the two-day gathering were bakers and allied men from Alabama, Louisiana and Mississippi.

Michigan Bakers Plan Jan. 10 Educational Conference, Exhibition

EAST LANSING, MICH.—The official announcement of the fourth annual Educational Conference for Michigan Bakers calls attention to the fact that it was planned and will be conducted for every member of the industry in Michigan, bakers and allies with the slogan "It's for You."

allies, with the slogan "It's for You."
Like all previous events this conference will again be held in Kellogg
Center, Michigan State University,
East Lansing, Mich. The day will be
Tuesday, Jan. 10, 1956, and it will be
only a one-day session.

While the program is not as yet completed, it calls for a baked goods display, speakers with messages of interest to both retail and wholesale operators and decorating exhibitions by experts.

by experts.

L. Carroll Cole, Cole Bakeries, Muskegon, Mich., is the general chairman, while the chairman of the publicity committee is Mal Thomson. Chapman & Smith Co., Dearborn.

READ IS THE STAFF OF LIFE-

Summary of Flour Quotations

December 3 flour quotations in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

Chicago Mpls. Kans. City \$5t. Louis Buffalo

Spring top patent	6.25 @ 6.35	0	0	0	
Spring high gluten	@	6.50@6.60		@	7.28@7.35
Spring short		6.10 @ 6.20	@	@ 6.60	6.83@6.90
Spring standard	6.15 @ 6.30	6.00 @ 6.10	@	@ 6,50	6.78@6.80
Spring straight		@	@		@ 6.73
Spring first clear	5,65 @ 6,15	5.70@6.10		@ 6.30	6.43@6.61
Hard winter short	5.75@5.97		5.68@5.73	@ 6.00	6.61 @ 6.66
Hard winter standard	5.65@5.92		5,58@5,63	@5.85	6.46 @ 6.56
Hard winter first clear	@5.39		4.50@4.75	@ 5.20	@ 6.16
Soft winter short patent	6,75@6,77	@	@		7.41@7.44
Soft winter standard	6.05 @ 6.07		@		
					6.59@6.71
	0		0	@5.20	5.66@5.70
Soft winter first clear	@ 5.26		@	@ 4.75	5.11@5.20
Rye flour, white	4.42@4.47	4.10@4.15	@	@ 4.78	5.00@5.10
Rye flour, dark	3.67@3.72	3.35@3.40	@	@ 4.03	4.25@4.35
	New York	Phila.	Boston	Pittsburgh	*New Orl.
Spring high gluten	7.26@7.36	7.25@7.35	7.28@7.38	7.15@7.32	6.80@7.00
			6.83@6.93	6.70 @ 6.87	6.45@6.65
Spring short	@	6.75@6.85			
Spring standard					
Spring standard	6.71 @ 6.81	6.70@6.80	6.73 @ 6.83	6.60@6.77	6.25 @ 6.45
Spring standard	6.71 @ 6.81 6.60 @ 6.80	6.70 @ 6.80 6.45 @ 6.55	6.73 @ 6.83 6.62 @ 6.82	6.60 @ 6.77 6.50 @ 6.87	6.25 @ 6.45 5.75 @ 6.15
Spring standard	6.71 @ 6.81 6.60 @ 6.80 6.43 @ 6.53	6.70 @ 6.80 6.45 @ 6.55 6.50 @ 6.60	6.73 @ 6.83 6.62 @ 6.82 6.45 @ 6.55	6.60 @ 6,77 6.50 @ 6.87 6.28 @ 6.38	6,25 @ 6.45 5.75 @ 6.15 6,00 @ 6.10
Spring standard Spring first clear Hard winter short Hard winter standard	6.71 @ 6.81 6.60 @ 6.80 6.43 @ 6.53 6.23 @ 6.33	6.70 @ 6.80 6.45 @ 6.55 6.50 @ 6.60 6.25 @ 6.35	6.73 @ 6.83 6.62 @ 6.82 6.45 @ 6.55 6.25 @ 6.35	6.60 @ 6,77 6.50 @ 6.87 6.28 @ 6.38 6.08 @ 6.28	6.25 @ 6.45 5.75 @ 6.15 6.00 @ 6.10 5.85 @ 6.00
Spring standard Spring first clear Hard winter short Hard winter standard Hard winter first clear	6.71 @ 6.81 6.60 @ 6.80 6.43 @ 6.53 6.23 @ 6.33	6.70@6.80 6.45@6.55 6.50@6.60 6.25@6.35	6.73 @ 6.83 6.62 @ 6.82 6.45 @ 6.56 6.25 @ 6.35	6.60@6,77 6.50@6,87 6.28@6,38 6.08@6.28	6,25 @ 6.45 5.75 @ 6.15 6,00 @ 6.10 5.85 @ 6.00 4.90 @ 5.30
Spring standard Spring first clear Hard winter short Hard winter standard Hard winter first clear Soft winter short patent	6.71 @ 6.81 6.60 @ 6.80 6.43 @ 6.53 6.23 @ 6.33	6.70@6.80 6.45@6.55 6.50@6.60 6.25@6.35	6.73 @ 6.83 6.62 @ 6.82 6.45 @ 6.56 6.25 @ 6.35	6.60 @ 6.77 6.50 @ 6.87 6.28 @ 6.38 6.08 @ 6.28	6.25 @ 6.45 5.75 @ 6.15 6.00 @ 6.10 5.85 @ 6.00 4.90 @ 5.30 5.45 @ 5.75
Spring standard Spring first clear Hard winter short Hard winter standard Hard winter first clear Soft winter short patent Soft winter standard	6.71 @ 6.81 6.60 @ 6.80 6.43 @ 6.53 6.23 @ 6.33 @ 5.40 @ 5.60	6.70@6.80 6.45@6.55 6.50@6.60 6.25@6.35	6.73 @ 6.83 6.62 @ 6.82 6.45 @ 6.56 6.25 @ 6.35 @ 5.42 @ 5.62	6.60 @ 6.77 6.50 @ 6.87 6.28 @ 6.38 6.08 @ 6.28	6.25 @ 6.45 5.75 @ 6.15 6.00 @ 6.10 5.85 @ 6.00 4.90 @ 5.30 5.45 @ 5.75 6.05 @ 5.35
Spring standard Spring first clear Hard winter short Hard winter standard Hard winter first clear Soft winter short patent Soft winter straight Soft winter standard	6.71 @ 6.81 6.60 @ 6.80 6.43 @ 6.53 6.23 @ 6.33 @ 5.40 @ 5.60	6.70@ 6.80 6.45@ 6.55 6.50@ 6.60 6.25@ 6.35 @ 5.15@ 5.25	6.73 @ 6.83 6.62 @ 6.82 6.45 @ 6.56 6.25 @ 6.35 @ 5.42 @ 5.62	6.60 @ 6.77 6.50 @ 6.87 6.28 @ 6.38 6.08 @ 6.28	6.25 @ 6.45 5.75 @ 6.15 6.00 @ 6.10 5.85 @ 6.00 4.90 @ 5.30 5.45 @ 5.75 8.08 @ 5.35
Spring standard Spring first clear Hard winter short Hard winter standard Hard winter first clear Soft winter short patent Soft winter standard Soft winter standard Soft winter standard Soft winter first clear	6.71 @ 6.81 6.60 @ 6.80 6.43 @ 6.53 6.23 @ 6.33 @ 5.40 @ 5.60	6.70@6.80 6.45@6.55 6.50@6.60 6.25@6.35 @ 5.15@5.25	6,73 @ 6,83 6,62 @ 6,82 6,45 @ 6,55 6,25 @ 6,35 @ 5,42 @ 5,62	6.60 @ 6.77 6.50 @ 6.87 6.28 @ 6.38 6.08 @ 6.28	6.25 @ 6.45 5.75 @ 6.15 6.00 @ 6.10 5.85 @ 6.00 4.90 @ 5.30 5.45 @ 5.75 5.05 @ 5.35 4.40 @ 4.85
Spring standard Spring first clear Hard winter short Hard winter standard Hard winter first clear Soft winter short patent Soft winter straight Soft winter straight Soft winter standard Roft winter standard Soft winter standard Soft winter standard Soft winter first clear Rye flour, white	6.71 @ 6.81 6.60 @ 6.80 6.43 @ 6.53 6.23 @ 6.33 @ 5.40 @ 5.60 @ 4.85 @ 4.95	6.70 @ 6.80 6.45 @ 6.55 6.50 @ 6.60 6.25 @ 6.35 @ 5.15 @ 5.25 @ 4.85 @ 4.95	6.73 @ 6.83 6.62 @ 6.82 6.45 @ 6.55 6.25 @ 6.35 8.42 @ 5.62	6.60 @ 6.77 6.50 @ 6.87 6.28 @ 6.38 6.08 @ 6.28 @ @ 4.75 @ 4.86	6.25 @ 6.45 5.75 @ 6.15 6.00 @ 6.10 5.85 @ 6.00 4.90 @ 5.30 5.45 @ 5.75 8.08 @ 5.35
Spring standard Spring first clear Hard winter short Hard winter standard Hard winter first clear Soft winter short patent Soft winter standard Soft winter standard Soft winter standard Soft winter first clear	6.71 @ 6.81 6.60 @ 6.80 6.43 @ 6.53 6.23 @ 6.33 @ 5.40 @ 5.60	6.70@6.80 6.45@6.55 6.50@6.60 6.25@6.35 @ 5.15@5.25	6,73 @ 6,83 6,62 @ 6,82 6,45 @ 6,55 6,25 @ 6,35 @ 5,42 @ 5,62	6.60 @ 6.77 6.50 @ 6.87 6.28 @ 6.38 6.08 @ 6.28	6.25 @ 6.45 5.75 @ 6.15 6.00 @ 6.10 5.85 @ 6.00 4.90 @ 5.30 5.45 @ 5.75 5.05 @ 5.35 4.40 @ 4.85
Spring standard Spring first clear Hard winter short Hard winter standard Hard winter first clear Soft winter short patent Soft winter straight Soft winter straight Soft winter standard Roft winter standard Soft winter standard Soft winter standard Soft winter first clear Rye flour, white	6.71 @ 6.81 6.60 @ 6.80 6.43 @ 6.53 6.23 @ 6.33 @ 5.40 @ 5.60 @ 4.85 @ 4.95	6.70@6.80 6.45@6.55 6.50@6.60 6.25@6.35 @ 5.15@5.25 4.85@4.95	6.73 @ 6.83 6.62 @ 6.82 6.45 @ 6.55 6.25 @ 6.35 @ 5.42 @ 5.62 @	6.60 @ 6.77 6.50 @ 6.87 6.28 @ 6.38 6.08 @ 6.28 @ @ 4.75 @ 4.86	6,25 @ 6,45 5.75 @ 6,15 6,000 @ 6,00 4,90 @ 5,30 5,45 @ 5,75 5,05 @ 5,35 @ 4,40 @ 4,85

South Dakota Bakery Purchased by Metz

RAPID CITY, S.D.—A baking company established here 64 years ago has been purchased by Metz Baking Co. of Sioux City, Iowa, and Sioux Falls, S.D.

Sale of the entire stock of the Swander Baking Co. of Rapid City, Deadwood and Huron, S.D., was announced in a joint statement by company officials.

Stock Market Picture W. E. Long Cooperative

THE NEW YORK STOCK EXCHANGE

Onotations on buking and attack
Quotations on baking and allied stocks
listed on the New York Stock Exchange:
Nov. Dec
25, 2, 1955—1955 1955
—1955—— 1955—195 5
High Low Close Close Close Close Borden
Borden
Cont. Baking Co 411/2 271/2 351/2 37
Pfd. \$5.50 109 100½ 108
Corn Prod. Ref. Co. 30% 26 28 27%
Pfd. \$7 183½ 176¼ 1773
Pfd. \$7
Pfd, \$8 1481/2 139 1411/2 139
Gen. Foods Corp 901/4 75 90 883/4
Gen. Mills, Inc 7734 6636 701/2 70
Pfd. 5% 123 120 123
Merck & Co 30% 20 25% 27%
Pfd. \$3.50 96 881/2 911/4
Pfd. 5% 123 120 123 Merek & Co. 30% 29 25% 27% Pfd. \$3.50 96 88½ 91½ Pfd. \$4.25 108 100 103 101% Not Biresti Co. 45½ 221½ 29
Natl. Biscuit Co 451/4 371/6 39 397/6
Pfd. 87 183 1737/4 1743/4 1745/
Pillsbury M., Inc 591/4 461/4 561/4 59
Pfd. 5% 123 120 123 Merck & Co. 30% 20 25½ 27½ Pfd. \$3.50 96 88½ 01½ 91% Pfd. \$4.25 108 100 103 101% Natl. Biscult Co. 45¼ 37½ 39 39% Pfd. \$7 183 173% 174½ 174% Pillsbury M., Inc. 96½ 46½ 56½ 56 Procter & Gamble 108 91 100 99½ St. Regis Paper Co. 49% 33% 41% 44½
St. Regis Paper Co. 49% 33% 41% 44%
Std. Brands, Inc 411/4 3556 3654 388/
Pfd. \$3.50 9356 88 92
Sterling Drug 571/2 421/4 551/4 543/4
United Biscuit
Pillsbury M., Inc. 39½ 46½ 56½ 59 Procter & Gamble. 108 91 100 99 8t. Regis Paper Co. 49¾ 33½ 41¾ 44½ 8td. Brands, Inc. 41¼ 35% 36% 38½ 92 5terling Drug 57½ 42½ 53¼ 54½ United Biscuit 33½ 28 30¼ 30½ Ward Baking Co. 24¾ 15% 13% 17½
Ward Baking Co. 2484 1586 1576 1714
Stocks not traded:
Gen. Mills, Inc., 3%% Pfd 138 148 Pillsbury Mills, Inc., 84 Pfd. 101 4 102
St. Regis Paper, \$4.40 Pfd. 192½ Sunshine Biscuits, Inc. 78 Crited Biscuit of America, Pfd. \$4.50 Ward Baking Co., \$5.50 Pfd. 191½
THE AMERICAN STOCK EXCHANGE
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange:
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec.
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec.
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THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9c. 21955— 18955—18955 With Law Clerc Cle
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9c, 21955— 1955— 1955 With Law Citys Citys
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9c. 21955— 18955—18955 With Law Clerc Cle
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9c. 21955— 18955—18955 With Law Clerc Cle
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9c, 21, 1955—1955—1955 With Law Clerc Clerc Clerc
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9c. 21955— 18955—18955 With Law Clerc Cle
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9, 1955— 1955— 1955 1955 High Low Close Close Gr. A&P Tea Co 221 179 181 1834 P.d. \$7 141 133½ 135¼ 135½ 137½ Hathaway Bak 141 133½ 135½ 137½ Hathaway Bak 65% 44% 43½ Inc., "A" 65% 44% 43½
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9, 1955— 1955— 1955 1955 Bigh Low Close Close Barry Biscuit Corp. 784 446 086 637 Gr. A&P Tea Co. 224 179 181 1837 Frid. \$7
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec 25, 9, 1955— 1955— 1956 1956 High Low Close Close Gr. A&P Tea Co. 224 179 181 183½ Pfd. \$7 141 133½ 135½ 137½ Hathaway Bak., Inc., "4", 67% 4½ 43% Horn & Hardart Corp. of N. Y., Pfd. \$8 149¾ 138 139 Wagner Baking
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9, 1955— 1955— 1955 1955 High Low Close Close Gr. A&P Tea Co. 221 179 181 1834 Pfd. \$7 141 133% 135¼ 137½ Hathaway Bak. 163, 44% 434 Horn & Hardart Corp. of N. Y., Pfd. \$8 149¾ 138 139 Wagner Baking Co. Pfd 112½ 105½ 110
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9, 1955 1951 Burry Biscuit Corp. 7% 4½ 6% 6% 6% 6.7. A&P Tea Co. 224 179 181 183½ 174. 47 141 133½ 135½ 137½ 137½ 144 144 144 145 145 145 145 145 145 145
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9, 11955— 1955 1955 High Low Close Close Gr. A&P Tea Co. 221 179 181 1834 Pfd. \$7 141 133½ 135¼ 137½ Hathaway Bak., 141 133½ 135¼ 137½ Hathaway Bak., 165, 44¼ 434 Horn & Hardlart Corp. of N. V., Pfd. \$8 149¾ 138 139 Wagner Baking Co. Pfd 112½ 105½ 110
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange:
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9, 1965 1965 High Low Close Close Close Pid. 87 124 179 181 183½ Pid. 87 141 133½ 135½ 135½ 137½ Hathaway Bak
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9. —1955— 1955— 1955 1955 High Low Close Close Gr. A&P Tea Co. 224 179 181 183 187 Pfd. \$7 141 133 135 135 14 187 Hathaway Bak., 114 133 135 135 14 187 Horn & Hardart Corp. of N. V., Pfd. \$8 149 138 Wagner Baking Co., Pfd 115 12 105 12 Ward Baking Co., Warrants 115 314 446 Stocks not traded: Bid Asked
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9. —1955— 1955— 1955 1955 High Low Close Close Gr. A&P Tea Co. 224 179 181 183 187 Pfd. \$7 141 133 135 135 14 187 Hathaway Bak., 114 133 135 135 14 187 Horn & Hardart Corp. of N. V., Pfd. \$8 149 138 Wagner Baking Co., Pfd 115 12 105 12 Ward Baking Co., Warrants 115 314 446 Stocks not traded: Bid Asked
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9. —1955— 1955— 1955 1955 High Low Close Close Gr. A&P Tea Co. 224 179 181 183 187 Pfd. \$7 141 133 135 135 14 187 Hathaway Bak., 114 133 135 135 14 187 Horn & Hardart Corp. of N. V., Pfd. \$8 149 138 Wagner Baking Co., Pfd 115 12 105 12 Ward Baking Co., Warrants 115 314 446 Stocks not traded: Bid Asked
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 90. 1955—1955—1955 1955 High Low Close Close Gr. A&P Tea Co. 224 179 181 183½ Pid. \$7
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 25, 62 High Low Close Close Gr. A&P Tea Co. 224 179 181 1834 Pfd. \$7 Hathaway Bak., Inc., "A" 63, 44, 43, 43, 44, 13, 44, 13, 44, 13, 44, 13, 44, 14, 14, 14, 14, 14, 14, 14, 14, 14
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 96 High Low Close Close Glose Glos
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9, 1955 1955
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 30, 30, 30, 30, 30, 30, 30, 30, 30, 30
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9e. 2
THE AMERICAN STOCK EXCHANGE Quotations on baking and allied stocks listed on the American Stock Exchange: Nov. Dec. 25, 9, 1955 1955

			18,	25,
	15	055	1955	1955
	High	Low	Close	Close
Canada Bread	5	21/4	4.30	4.30
Pfd. B	60	501/2	60	59
Can. Bakeries	91/2	6	8	8
Catelli Food, A	29	25		28
В	17	16		38
Cons. Bakeries	121/6	7	10	10
Gen. Bakeries	121/2	7	81/4	73/2
Inter-City Bak	171/2	16		17
Int. Mldg., Pfd	9136	901/2	903/4	911/2
Std. Brands	39%	35		35
United Grain, A	19	17	171/4	173/4
Weston, G. A	37%	291/2	12	12
В	3776	291/2		7.0
Pfd. 41/2%		103		10
*Less than Board	lot.			
	E STAF	F OF LI	FE	

Interstate Bakeries Raises Dividend

KANSAS CITY-Directors of Interstate Bakeries Corp. have declared the regular quarterly dividend of 25¢ a share, payable Dec. 31, 1955, to stockholders of record Dec. 16, and announced a 25% common stock distribution payable Jan. 27, 1956, to stockholders of record Jan. 6.

It is presently contemplated by the board that the common stock after the 25% distribution, will be placed on a 30¢ quarterly dividend basis. This is equivalent to a \$1.50 annual basis as compared with the present \$1 annual basis, or a 50% increase on the present stock, president R. L. Nafziger said.

The board also declared the current quarterly dividend of \$1.20 per share on the \$4.80 preferred stock, payable Dec. 31, 1955, to stockholders

of record Dec. 16.
"This action will increase the 763,605 common shares presently outstanding to 954,506 shares," Mr. Nafziger said

Plans 1956 Advertising

CHICAGO—The W. E. Long Co. bakery management organization, Chicago, was host to a group of wholesale, independent bakers at the St. Clair Hotel Nov. 14-15. Those baking plants represented at the 2-day conference constitute a portion of the membership of the newly formed W. E. Long Co.-Independent Bakers Cooperative which will become effective Jan. 1, 1956.

E. E. Hanson, president, W. E. Long Co., welcomed the bakers to this meeting which was held for the purpose of reviewing an advertising program created for those members of the Cooperative who are not participants in the "Holsum Unification Program.

William L. Goodman advertising director, presented the program which is completely integrated throughout newspaper, outdoor, radio and television media, as well as including a comprehensive in-store merchandis-ing campaign. The progam has been accepted by prominent baking organ-izations of The W. E. Long Co.-Inde-pendent Bakers Cooperative, which today numbers about 80 members from coast to coast.

AIB CLASS OFFICERS FROM OMAR, INTERSTATE

READ IS THE STAFF OF LIFE-

CHICAGO-When the members of class No. 68 of the American Institute School of Baking met to elect class officers, they chose men from two of the country's well known baking firms, Omar and Interstate.

To the office of president, they elected George H. McWhinney, a member of the supervisory staff of Omar Baking Co., Inc., Omaha; and to the office of secretary-treasurer, they elected Joe W. Lacy, assistant superintendent of the Kansas City, Mo., plant of Interstate Bakeries.

Mr. McWhinney, who is a graduate of London University in England, has been with the Omar company for the past eight years, working in various capacities

For the past 13 years, Mr. Lacy as been with Interstate Bakeries, working in shop and production areas. Formerly a resident of Texas, he attended schools of that state.

Both men are returning to their firms following graduation from the institute Dec. 16.

U.S. Wheat Flour Production for October, 1955

(Figures for Buffale, Kansas City and Minneapolis represent 100% of production. Adjusted estimates for the U.S. are based on reports from mills which are believed to account for approximately 75% of the total U.S. wheat flour output.)

	Oct., 1955	Sept., 1955	Oct., 1954
Minneapolis	1,063,000	1,192,700	989,500
Interior Northwest	2,195,500	2,269,500	2,055,000
NORTHWEST	3,259,500	3,462,200	3,044,500
Kansas City	1,266,600	1.322,700	1.080.000
Interior	4,448,400	4,509,200	4,196,500
SOUTHWEST	5,715,000	5,831,900	5,276,500
BUFFALO	2,386,800	845,800	2,406,700
CENTRAL AND SOUTHEAST	2,513,900	2,538,800	2,510,900
NORTH PACIFIC COAST	1,275,100	1,348,500	1,316,700
TOTALS	15,149,300	14,027,100	14,555,400
Percent of U.S. Total	73.4	73.1	73.9
ADJUSTED ESTIMATES, U.S.	20,638,900	19,174,000*	19,688,000*
Indicates actual census total.	982,000	913,000	938,000*

Flour Used in Brown Milling Process Assayed; Minerals, Protein Analyzed

CHICAGO-Wheat-germ flour produced by the Brown milling process has been assayed in the biochemical laboratory of the Wisconsin Alumni Research Foundation, Madison, Wis., and the following summary and conclusions are reported by Philip H. Derse, director of the foundation's control laboratory operations:

"Vitamins, niacin, thiamine vitamin E are higher in the flour tested than those reported in the bread flour it was compared with. Riboflavin is not significant because of its instability and loss during processing. The minerals, iron and phosphorus, are also high in the flour. Because of the low level of calcium recause of the low level of calcium re-ported in wheat germ there is no significant increase to be expected. Of the amino acids, arginine, lysine, tryptophane, isoleucine and valine, are significantly increased and indicate the presence of high quality protein. Based on the chemical values reported in the literature on bread flour, the flour tested contains wheat germ.

Mr. Derse states that samples of Brown-milled flour collected on three consecutive days from the Brown Milling Co. at Morris, Ill., were submitted to the foundation.

Mr. Brown's interest in producing a non-rancidifying wheat-germ flour was a heritage from his grandfather, Daniel T. Hedges, who owned flour

mills in the Sioux City, Iowa, area. In 1935 Mr. Brown became leaserowner of the mill at Morris, Ill., which had pioneered along this line, and began his own experiments in breaking wheat so as to retain the germ and render it incapable of rancidification. The process is described as follows in patent applica-

"The present invention relates to a process for producing flour from cereals and, more particularly, to a process for making flour containing substantially all the vitamins, oils and fats present in the cereal, a sub-stantial portion of which is lost under present milling processes. Another project (in this application) is to provide a process for producing flour that will not become rancid, that will have a superior flavor, and that will contain substantially all the flour contained in the cereal.'

Mr. Brown says of the process: "It uses several principles of aging, tempering and grinding which are essential to mill a non-rancidifying wheatgerm flour. It permits the wheat to be milled at a sufficiently low temperature to prevent the germ from softening and flattening in the process. The mechanical process results in the wheat germ being split into particles smaller than the flour particles in such a manner that the wheat germ elements keep indefi-nitely as part of the flour, and thus make possible the production of a

(Continued on page 48)

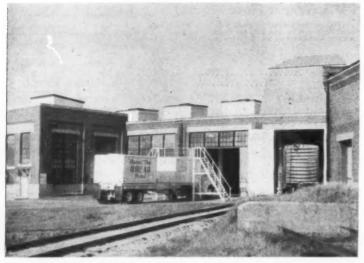
Appeal Denied

TAMPA, FLA. - The U.S. Fifth Circuit Court of Appeals in New Orleans has upheld a federal court in Tampa in denying an application of a local baking firm, Webb's City, Inc., for an injunction to stop Bell Bakers, Inc., of Florida from using the name "Dandee" to advertise their bread. For a long time Webb's has been extensively advertising a bread of its own under the name of "Dandy." The firm contended that Dandee bread marketed in the area which they serve was unfair competition.

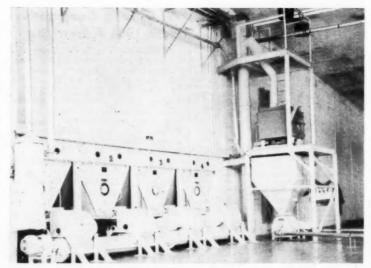
While the case could be carried to the U.S. Supreme Court, it is not likely that this will be done. Webb's might win out, but it is doubtful if the higher court would overrule the decisions of two lower federal courts



HONORED GUESTS-The Bakers Club of Chicago held its past presidents dinner dance during November. Shown above holding testimonial scrolls are dinner dance during November. Snown above notding testimonial scrolls are the honored guests. From left to right are: C. J. Burny, president 1943, Burny Brothers, Inc., Chicago; Peter Redler, president 1944, Fontana, Wis.; W. E. Long, president 1946, Chicago; M. M. Jackson, president 1947, Deppe-Vienna Baking Co., Chicago; Louis E. Caster, president 1948, Keig-Stevens Baking Co., Rockford, Ill.; Frankie Trochim, president 1949, P. G. Baking Co., Chlcago; George Neuman, president 1950, Neuman Bakerles, Chicago; C. J. Regan, president 1951, Interstate Bakeries Corp., Chicago; James Henderson, president 1952, Case-Moody Pie Corp., Chicago; C. G. Hill, president 1953, Continental Baking Co., Chicago, and Willard H. Geller, president 1954, John R. Thompson Co., Chicago.



BULK SERVICE TERMINAL—Shown at the left is an outside view of the Econo-Flo Bulk Flour Service Terminal which was put into operation recently at Greensboro, N.C. The terminal is equipped with a number of bins to furnish



bakers in the Carolinas with all types of white flour, including blends produced by the mills associated with the terminal. Some of the bins are shown at the right.

Carolinas Will Be Served by New Bulk Flour Terminal

GREENSBORO, N.C. — Formal opening of the Econo-Flo Bulk Flour Service Terminal took place here Oct. 31-Nov. 1. About 75 bakers from the Southeast and East were present at the open house to inspect the facilities of the new terminal.

Associated mills behind the Greensboro terminal are the Weber Flour Mills Co., Salina, Kansas; the Western Star Mill Co., Salina; Gooch Milling & Elevator Co., Lincoln, Neb.; the Maney Milling Co., Lincoln; Inland Mills, Inc., Des Moines and Topeka Flour Mills Corp., Salina.

All Flours Available

The terminal building is equipped with a sufficient number of Econ-Flobins to furnish bakers in the Carolinas with all types of white flour, including spring and winter and blends produced by the mills associated in the venture. The flour is shipped to Greensboro in bulk cars from the mills and Econo-Flobulk trucks carry the flour from the terminal to bakers who are equipped to handle incoming bulk ingredients.

John J. Vanier, Salina, president of Econo-Flo Bulk Flour Service, Inc., indicates the facilities are the first to provide complete bulk flour service to bakers.

"The terminal is equipped to unload bulk cars into its bins, load bulk trucks from its bins, load bulk cars from its bins, unload bulk cars directly into trucks. The first Econo-Flo terminal was located in Greensboro to be at an advantageous point to serve a large area of the Southeast." he said.

Other Terminals Set

Mr. Vanier also revealed that the company is just completing a bulk flour terminal in St. Louis which will go into operation shortly and that a similar terminal is being built in Chicago. Bulk flour service is being handled out of Salina, Lincoln and Des Moines, he added.

The Econo-Flo service plan includes not only the delivery of flour in bulk from mills and terminals, Mr. Vanier stated, but also offers Econo-Flo bulk flour bins for installation in bakeries.

It was pointed out that sufficient supplies of sacked flours are warehoused at Greensboro to satisfy the bakery demand for soft wheat, whole wheat, cracked wheat and clear flour.

Frozen Food Era Here, Production Group Told

MINNEAPOLIS—We are now in the frozen food era but bakers have not kept pace with the progress which has been made in freezing. George Carlin, head of frozen food research in the research bakery division of Swift & Co., Chicago, made this claim at the Nov. 8 meeting of the Northwestern Production Men's Club in Minneapolis.

Mr. Carlin distinguished between bakers who want to use freezers as "production equalizers" and those who want to bake for selling out of a freezer case. Proper foods for freezing are those which are adaptable (custard and cream filled pies are not), convenient and stable, that is, have good keeping quality.

An average cost for freezing a pound loaf of bread is 1¢, Mr. Carlin told the audience of 125 persons who attended the dinner meeting at the Hasty Tasty Cafe.

Operation of the walk-in, blast tunnel and plate type of freezers were described by Mr. Carlin who also outlined some of the cost factors in a bakery freezer, packaging for freezing and freezing points of various bakery products.

Introducing Mr. Carlin was A. E. Grawert, Pillsbury Mills, Inc., program chairman. In charge of the meeting was Donald Bremer, Milk House Bakery, St. Louis Park, Minn., president of the club.

Dec. 13 was set as the next meeting date with fillings to be the topic for discussion.

Biscuit, Cracker Groups To Meet May 14-16

CHICAGO—The 1956 joint annual meeting of the Biscuit & Cracker Manufacturers Assn. and the Independent Biscuit Manufacturers Company, Inc., will be held at the Plaza, New York, on May 14-16.



FORMAL OPENING—Some of the bakers who inspected the Econo-Flo Bulk Flour Service Terminal at a formal opening Oct. 31-Nov. 1 are shown here looking over the facilities. About 75 bakers toured the plant.

Merck & Co. Names 2 Division Presidents

RAHWAY, N.J.—John G. Bill has been elected president of the Sharp & Dohme Division and William H. Mc-Lean president of the Chemical Division of Merck & Co., Inc., by the board of directors. The promotions were announced by John T. Connor, president of Merck & Co., Inc.

Mr. Bill fills the vacancy created by the recent resignation of William L. Dempsey, who remains a Merck director and consultant. As president of the Chemical Division, Dr. McLean succeeds Henry W. Johnstone, who will continue with the company as senior vice president and director.

Mr. Bill has been with Sharp & Dohme since 1925, starting as a sales representative, and held a number of posts in sales and marketing before becoming general sales director in 1947. He was elected vice president and a director of Sharp & Dohme, Inc., in 1952, prior to the merger of that company with Merck & Co., Inc. Mr. Bill was named vice president and general manager of the Sharp & Dohme Division in 1955.

Dr. McLean joined Merck in 1948, serving as director of commercial development and in other management capacities before becoming vice president for marketing in 1951. He was appointed vice president and general manager of the Chemical Division last year.

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Committee Brings AIB Membership Up 36%

CHICAGO—The membership committee of the American Institute of Baking has accomplished a 36% increase in AIB membership in its first year of activity. All members have accepted reappointment to serve in 1956. They are:

Howard B. Cunningham, vice president of the National Biscuit Co., chairman; F. W. Birkenhauer, president, Wagner Baking Corp.; Clarke Buswell, vice president, Helms Bakeries; C. J. Downing, president, Old Homestead Bread Co.; John Kluetsch, president, Chapman & Smith Co.; John Koetting, chairman, Fehr Baking Co.; J. U. Lemmon, Jr., retired vice president, Doughnut Corporation of America; Phil Laughlin, West Coast regional manager of Ekco Products; Joseph A. Lee, retired first vice president, Standard Brands, Inc.; Frank X. Ragan, assistant to the vice president of Standard Brands, Inc.; Charles Ritz, president, International Milling Co., and William Stoneman, Jr., president, Paniplus Co.

Fact or Fad?

New England Bakers Explore Frozen Baked Foods' Place In Future of Industry

By GEORGE W. POTTS

BOSTON-The controversy centering around whether or not the reported growing popularity of frozen baked goods represents a positive industry trend or just a passing fad received an unscheduled airing at the annual convention of the New England Bakers Assn. here Nov.

The discussion left the impression that the industry is split wide open with one faction contending the development warrants serious analysis in future planning, and another lightly placing it in the same category as hoop-skirts, the "Charleston" and the "new look."

This latter group seemed to deem it strictly a passing fancy, generally unacceptable to the average housewife and economically impossible of consideration in a large-scale opera-

The impromptu "debate" developed in a lively discussion from the floor sparked by a panel presentation on "distribution" opening the final day's program of the convention.

Arguments were offered that freezing presents too costly an expenditure, display and storage facilities in the market would present impossible problems, space in the home freezer would be inadequate and the housewife would not change her routine habits to accept the new develop-

These contentions were countered by observations that not so long ago the five-day week was deemed impossible and now there is talk of a four-day week; that frozen foods had met the challenge and were progres-sing; that it was a trend paralleling the super market advance and that other, more progressive industries were stealing dollar volume because of the hesitant attitude of some in the baking industry.

Change of Thinking Necessary

In points offered and in "lobby talk" following the session it was indicated that many bakers have possibly prematurely refused the idea either after due consideration or as a developed "defense mechanism" because of cost and a necessitated complete change in thinking and production and merchandising methods.

This trend of thought led to comments concerning the need in chang-ing times for a "solid front" and a growing necessity for more consumer education. In this connection the Bakers of America Program was given acknowledgment for its excellent work and the bakers were urged to support this program in the interest of a more successful industry.

The distribution panel which sparked this discussion featured Otis M. Berger, Gorman's Bakery, Inc., Center Falls, R.I.; Clifford D. Gallagher, Worcester Baking Co., Worcester, Mass., and Kas J. Winalski, Newton-Robertson Bakery, Hartford, Conn., with Richard Loring Small of the University of New Hampshire acting as panel moderator.

In short addresses these speakers, representing wholesale and house-to-

house segments of the industry, cited the stales problem; probable future trends in distribution, and the need for better management practices in modern business.

Touching on the stales problem, it was pointed out that "lower stales reflect quickly in profits," and that high stales have caused "a new business within the industry." Here it was pointed out that salvage companies pick up stales and resell them as "day-old bread" with the contracted agreement that they "shall not be merchandised within the trading area of the baker." Thus, one ing area of the baker." Thus, one speaker contended, the baker himself has "created the biggest market we ever had in cheap (stale) bread." Another contended that the stales situation is the worst it has been in the past 25 years, and that the basic distribution set-up has remained unchanged in the last 50 years.

Looking to the future, it was predicted by one panel representative that the basic distribution media wou'd be super markets, convenience stores, vending machines and houseto-house delivery.

This panelist stated that the baker today cannot cope with the "bigness" of the super market and the salesman cannot sell the account because "the driver-salesman merely delivers goods and nothing more." He saw this as the beginning of a delivery man and sales promotion or food merchandising man combination, as contrasted with the old-fashioned driver-salesman technique. He saw the driver as merely a truckman to deliver the baked goods and the salesman as a promotion and merchandising man who would work

with management in the market to promote his company's products.

Freezers Advocated

The use of freezers for the retailer was advocated by John Benkert, Benkert's Bakery, Great Neck, N.Y., former president of the Associated Retail Bakers of America, an earlier speaker on the program.

He counselled the bakers to look

into every new development in the industry relative to production, mer-chandising and advertising, and turn out a better quality product. He considered this a "must" for business survival in the modern business world.

He viewed the future of the in-dustry as "bright" for those who continue to produce a quality pro-duct, and urged the bakers to spend one hour daily in the sales area of the shop, preferably during the rush

Mr. Benkert cautioned the retailer not to try to compete with the chain store price-wise, and not to "copy" his neighborhood competitors just

for the sake of copying products.
This session also featured This session also featured E. William Ohlin, Ohlin's Bakeries, Belmont, Mass., representing the Master Bakers Assn. of Greater Boston. He outlined the work being done by the group and how the merchandising plan of the association assists its members. He pointed out that through the plan merchandising ma-terial is distributed to all bakers in the organization, and a new product is joint'y pushed by all members week'y. He appealed to local bakers to join the group and strengthen their business and the industry through use of the plan.

Other modern developments affecting the baking industry were reviewed at a luncheon session sponsored by the Bakers Educational Group of the Bakers Educational Group of New England. Th's session offered addresses by Robert M. Howard. In-ternational Milling Co., Minneapolis, and Hans H. Hennecke, Baker Per-kins, Inc., Saginaw, Mich. Mr. Howard covered "The Story of Bulk Flour Handling," outlining the advantages to the baker and explaining the service step by step

from the flour at the mill, through rail and truck transportation, to un-loading and storage at the bakery.

Among the advantages of bulk flour handling he listed elimination of container costs, reduction of flour handling costs, reduction of infestation risks, reduction of plant house-keeping costs, possible better utiliza-tion of space, reduction of flour loss and reduction of investment in flour inventory resulting from scheduled deliveries.

Careful Investigation Urged

He cautioned the bakers that before they went into bulk flour operation to determine the present costs of flour storage and handling, work out the details of a bulk flour installation in accordance with their requirements, compute costs of a complete installation set up in their bakery and compute the savings and the re-

urn on the investment required.

Mr. Hennecke's address, "Cost Reduction Through Automation," was most interesting and instructive and gave an insight into the baking plant of the future.

He stated that the ultimate goal in bakery production was a plant wherein nothing would be touched by human hands from the mixing room to the shipping room. He viewed the new, automatic plants as only practical in large scale operations where a continuous market is assured, and not for the retailer or house-to-house bakery where variety is essential. He pointed out that the mixing room in today's modern plant doesn't

vary much from the old setup, and that the next step in the mixing room deve'opment will be the weighing and conveying of powdered ingre-dients to the mixer, thus putting an end to cans and cartons on the mixing room floor.

Regarding the installation of new equipment, this speaker told the bak-ers that if the labor saving costs cou'd be realized in three years it is a good investment. However, he noted that it is difficult to set a hard and fast rule on the cost value of any given piece of equipment.

In connection with automatic plants, he noted that the work was casier and more interesting and, therefore, labor stays on the job longer. However, he pointed out, the job calls for more alert, intelligent, progressive thinking type workers.

In the course of the address, Mr. Hennecke showed a film of the complete operational installation at the plant of Baird's Bakeries, Dallas, a 70.000 sq. ft. ultra-modern manufacturing unit with a bread output of 850 to 1000 lb. per man hour. The plant is almost 100% automatic, and the film held the attention of the audience and prompted considerable

comment following the address.

Looking to the future, Mr. Hennecke said that automation provided the answer to rising labor costs but stated that schedules would have to be definitely planned and preventive maintenance practiced.

30% Savings Predicted

He saw in the future greater production with reduced floor space, in-creased popularity of frozen bread with the bakery leveling out produc-tion like any other factory on a fivebasis and savings as high 30% by running one item at a time for a full week's requirement.

Mr. Hennecke stated he did not believe that induction heating was in the picture now, but did visualize in-creased shelf life of baked goods through the irradiation process

Counsel on merchandising (Continued on page 39)



MAGIC NUMBER—A membership of 200 is the goal of the Northwestern Production Men's Club and club secretary John Richter, Brechet & Richter Co., Minneapolis, makes a symbolic gesture. Other officers of the club, who Co., Minneapolis, makes a symbolic gesture. Other officers of the club, who seem to be in harmony with the idea, are: Donald Bremer, Milk House Bakery, St. Louis Park, Minn., president (seated, center) and John Schuster, Emrich Baking Co., Minneapolis, vice president (seated, right). Standing, from the left: Jack Robins, Joe Lowe Corp., Minneapolis; Ed Duren, Tip Top Bakery, St. Paul, and A. E. Grawert, Pillsbury Mills, Inc., Minneapolis. The latter three, along with Bert Jassoy, Regan Bros. Co., Minneapolis (not pictured), are members of the executive committee. Mr. Grawert is also program chair-

Formulas for Profit

Pineapple Baked Foods Cater to Every Taste

PINEAPPLE BRAN MUFFINS

Cream together:

2 lb. light brown sugar

2 lb. shortening

1 lb. honey

2 oz. salt.

1½ oz. soda

Add gradually:

1 lb. 4 oz. eggs

Stir in:

3 lb. 8 oz. buttermilk

Then add and mix in:

3 lb. cake flour

1 lb. 8 oz. bran 8 oz. whole wheat flour

Then mix in thoroughly:

2 lb. crushed pineapple Deposit into muffin or cup cake pans that have been prepared with a caramel pan dressing. Bake at about 380° F. Remove from the pans as soon as they are out of the oven.

Caramel Pan Dressing

Cream together on slow speed:

2 lb. 4 oz. granulated sugar

1 lb. brown sugar 1 lb. 4 oz. shortening

4 oz. flour

2 oz. salt

Mix together and add slowly:

1 lb. 6 oz. honey

4 oz. water

Note: If desired a few pecans or walnuts may be added on top of the pan dressing before the muffin batter deposited

Pineapple Nut Filling

(For Rolls and Coffee Cakes)

Bring to a boil:

1 No. 10 can grated pineapple 2 lb. 4 oz. granulated sugar

Add and bring back to a boil:

5 oz. cornstarch suspended in

6 oz. cold water

Allow this mixture to cool, and then

add and stir in:

12 oz. chopped toasted almonds

1 lb. light cake crumbs (fine

ground)

Pineapple-Cherry Coffee Cake Filling

Boll to 220° F.:

2 lb. 8 oz. drained crushed pineapple

3 lb. 8 oz. drained canned cherries

1 lb. cherry juice

1/4 oz. salt

3 lb. 4 oz. granulated sugar

Mix together and add, stirring well:

7% oz. cornstarch

1 lb. cherry juice Recook until clear and thick. Cool

before using.

Pineapple Pie Filling

Bring to a boil:

1 No. 10 can crushed pineapple

1 lb. 12 oz. granulated sugar

12 oz. corn syrup

% oz salt

Grated rind of three oranges

Mix together:

5½ oz. cornstarch 1 lb. water

When the pineapple mixture starts to boil, add the starch mixture and cook until clear. Cool thoroughly before using. This filling is for two-crust pies. It may also be placed in previously baked shells and covered with meringue or whipped cream

A PINEAPPLE ASSORTMENT

Today, with competition in the food line being so terrific, the baker must continually be on the alert to offer baked foods that will help to create addi-

tional sales. Producing a variety of pineapple products will help him to this end.

Because of its delicate color and flavor pineapple is ideally suited for making an excellent variety. Pineapple has a distinctive tang that will bring customers back time after time.

The Pineapple Growers Assn. is continually promoting its products in both spapers and magazines. It should be obvious and profitable to the baker that he tie up with this campaign.

Advertising material and window strips are available. Ask your suppliers for them. The sales force should be instructed to suggest pineapple products to customers. Suggestive selling is an important phase in proper merchandising. In order to make it easier to plan production it is undoubtedly the best procedure to feature only two or three pineapple items at a time. This will also

help the sales force to concentrate on them.

When displaying baked foods made with pineapple it is an excellent idea to also display a variety of canned pineapple and pineapple juice. A number of fresh pineapple scattered around the baked foods is bound to attract attention

The public often buys on impulse. Bakery products that are different than those from the daily run will often help to foster this impulse.

PINEAPPLE COOKIES

Mix together for about 2 min. on

medium speed: 5 lb. 4 oz. sugar

2 lb. 8 oz. shortening

1% oz. soda

1% oz. salt 7 lb. pastry flour

1 lb. eggs 2 lb. 8 oz. crushed pineapple

These cookies may be dropped by hand or rolled out and cut. Bake at about 350° F. on lightly greased pans.

PINEAPPLE COCONUT MACAROON PIES

Cream together:

1 lb. granulated sugar 1 lb. butter

¼ oz. salt

Add gradually: 1 lb. 4 oz. eggs

Stir in:

2 lb. 4 oz. grated pineapple

Add and stir in:

3 lb. 4 oz. milk Then stir in carefully:

10 oz. macaroon coconut

Pour into unbaked deep pie shells and bake at about 400° F

PINEAPPLE MERINGUE PIES

Bring to a boil:

4 lb. water

2 lb. 8 oz. pineapple juice (unsweetened)

5 lb. sugar

12 oz. corn syrup

12 oz. honey

1 oz. salt

1¼ oz. grated lemon rind

Mix together thoroughly and add to above:

1 lb. 2 oz. cornstarch 2 lb. water

1 lb. eggs

Cook until clear and remove from the fire.

Then add and stir in thoroughly:

1 lb. 4 oz. pineapple juice (unsweetened) 6 oz. lemon juice

Allow to cool and then fill into pre-baked pie shells. Cover the pies with meringue and then spread cooked pineapple filling around and through the meringue. Place the pies

in the oven and brown the meringue. Note: If desired the water in

above formula may be replaced with pineapple juice. PINEAPPLE SQUARES

Cream together:

12 oz. powdered sugar

1 lb. shortening

1/4 oz. salt Add gradually:

6 oz. eggs Add and mix in until smooth:

2 lb. cake or pastry flour

Place the dough in a greased bun pan and roll out to about ½ in. thickness. Then cover the dough with pineapple pie filling having it about ¾ to 1 in. thick. Then cover the pineapple with the following topping.

PINEAPPLE ANGEL FOOD

Beat together on medium speed:

3 lb. egg whites

34 oz. cream of tartar

Add gradually:

1 lb. 8 oz. granulated sugar

When mix holds a crease, add:

Vanilla to suit

in carefully:

1 lb. 4 oz. cake flour

Sift together three times and fold 1 lb. 6 oz. granulated sugar

Then fold in carefully:
6 oz. pineapple pie filling or pineapple jam

Deposit into angel food pans of desired size and bake at about 350° F. When baked, turn the pans over and allow to cool. Remove the cakes from the pans and ice the cakes with the following icing.

Pineapple Icing

Beat until stiff:

5 lb. powdered sugar

8 oz. corn syrup

8 oz. egg whites 8 oz. water

A pinch of salt When beaten stiff, mix in 2 lb. of drained crushed pineapple. The addi-tion of a small amount of yellow color will improve the appearance of

BUTTER STREUSSEL

Mix together:

1 lb. powdered sugar 2 lb. bread flour

8 oz. ground walnuts or almonds 1 lb. melted butter Then rub this through a coarse

sieve. Place the pan in the oven and bake at about 360° F. When cooled, cut into pieces of desired size. PINEAPPLE CUSTARD CREAM

PIES

Bring to a boil:

4 lb. milk 1 lb. 4 oz. granulated sugar

¼ oz. salt Vanilla to suit

Mix together:

6 oz. cornstarch 8 oz. milk

Mix in:

12 oz. whole eggs When the milk, etc., in the kettle starts to boil, add the starch mixture slowly and stir well, with a wire whip until thick.

Remove from the stove and mix in thoroughly:

1 oz. butter Place a thin layer of the above custard cream in the bottom of pre-viously baked pie shells. Then place a layer of crushed pineapple on top and then cover with another laver of custard cream. Allow the custard cream filling to cool and then cover



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the pies with either meringue or whipped cream.

Pineapple Custard Cream Filling

This cream may be used for filling layer cakes, French pastries, etc. It may also be used on top of Danish pastry and coffee cakes.

Bring to a boil:
4 lb. pineapple juice

1 lb. sugar Mix together and stir in:

12 oz. sugar 6 oz. cornstarch

¼ oz. salt

Then mix together and stir in: 1 lb. 4 oz. drained crushed pineapple 3 oz. shortening

3 oz. butter 8 oz. egg yolks

Bring back to a boil and cook until clear. Cool before using.

PINEAPPLE CHEESE CAKES

Cream:

6 lb. cream cheese

Add gradually: 1 lb. 12 oz. eggs

Mix together and add: 1 lb. 4 oz. sugar

4 oz. starch 14 oz salt

Grated rind of 4 lemons Add gradually:

3 lb. milk Then mix in:

3 lb. 8 oz. crushed pineapple (drained)

Pour into deep pans lined with either cooky dough, pie crust or gra-ham cracker crust. Fill the pans about % full. Bake at about 360° F.

After the cakes are baked and cooled, spread the following glaze over the tops:

Pineapple Glaze

Bring to a boil: 2 lb. pineapple juice

Stir together, add and cook until it thickens:

8 oz. pineapple juice

41% oz. starch

Then add and bring back to a boil:

1 lb. sugar

Allow to cool before using.

PINEAPPLE LAYERS (NO. 1)

Cream together for about 3 min.:

3 lb. cake flour 2 lb. 8 oz. emulsifying type short-

Add:

2 lb. bitter chocolate (melted)

Then add and mix for about 3 min.: 6 lb. 8 oz. granulated sugar

2 lb. cake flour 10 oz. milk solids (non-fat)

2½ oz. salt

1¼ oz. soda 3½ oz. baking powder 3 lb. pineapple juice

Add gradually: 4 lb. egg whites

Then add and mix for about 3 min.:

2 lb. 8 oz. pineapple juice Deposit into pans of desired size and bake at about 360° F.

PINEAPPLE LAYER CAKES (NO. 2)

Cream light:

2 lb. 4 oz. granulated sugar 1 lb. shortening

% oz. soda

% oz. salt Add gradually:

1 lb. whole eggs Sieve together:

3 lb. cake flour

1 oz. cream of tartar

Add this alternately with:

12 oz. milk

Then mix in:

1 qt. crushed pineapple Deposit into pans at once and bake at about 375° F. After the cakes are

cooled place a layer of pineapple fill-ing between two layers and ice with the following icing:

Pineapple Cream Icing

Mix together:

6 lb. fondant

4 lb. 8 oz. powdered sugar 2 lb. crushed pineapple (drained)

Add:

1 lb. 4 oz. shortening

12 oz. butter

Then add gradually:

6 oz. egg yolks

Cream until light. If a fluffier icing is desired add marshmallow to suit.

PINEAPPLE UPSIDE DOWN CAKES (NO. 2)

Butterscotch Glaze Formula (for Pan Lining)

Cream together:

1 lb. 4 oz. brown sugar 1 lb. granulated sugar

1 lb. 4 oz. shortening

12 oz. butter

Spread over the greased bottoms of the pans. Prepare pineapple slices, cherries and pecans as in formula

Cake Dough

Cream together:

4 lb. granulated sugar 1 lb. 12 oz. shortening

1 oz. salt Vanilla to suit

Sift together:

4 lb. 8 oz. cake flour 1½ cz. baking powder

Add this alternately with:

"Zlb. milk

Then mix in until light:

2 lb. 8 oz. whole eggs Fill the pans with the desired amount of dough. Bake at 370° F. As soon as the cakes are baked, turn them over and remove from the pans immediately. After the cakes are cooled, brush a glucose glaze over them to improve the appearance.

Beat together until stiff:



A. J. Vander Voort

. . . . technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 37) and the Do You Know feature (see page 22), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

PINEAPPLE BISCUITS

Cream together: 1 lb. 8 oz. granulated sugar

1 lb. 4 oz. shortening

1½ oz. salt

3 lb. crushed pineapple

Stir in:

4 lb. milk Sift together:

10 lb. cake flour

9 oz. baking powder Do not overmix.

Roll out to about % in. thickness and cut out the biscuits with a 2½ or 3 in. plain round cutter. Place the biscuits close together on greased bun pans. Wash with a good egg wash and bake at about 415 to 425° F. Use unsweetened crushed pineapple.

CHEESE PINEAPPLE PIES

Cream together:

1 lb. 8 oz. granulated sugar 1 lb. 4 oz. butter

4 oz. starch

Add: 6 lb. cottage cheese which has

been run through a fine sieve Then add:

1 lb. egg yolks

Stir in:

3 pt. sour cream Beat light and then fold in care-

Fill a number of unbaked deep pie shells about ¼ full with the above filling. Then place a layer of crushed pineapple on top of this. Then fill the shells with the cheese filling. Place in

Line the bottom and sides of a deep cake pan with lady fingers, Then place another layer of lady fingers on top of that. Place another layer of the following filling on top of that.

Formula for Filling

Cream light:

2 lb. sweet cream butter 2 lb. powdered sugar

Add gradually:

1 lb. 4 oz. whole eggs Vanilla to suit

Then another layer of lady fingers and again another layer of pineapple filling. Place another layer of lady fingers on top of that and place in the refrigerator for about 8 hours. Then remove to a cake platter and cover with whipped cream. If desired, chopped candied cherries or nuts may be sprinkled on the top and sides.

Pineapple Filling

Bring to a boil:

1 No. 10 can crushed pineapple 6 lb. granulated sugar

½ oz. salt

Stir together: 10 oz. cornstarch 1 lb. water
When the pineapple starts to boil, stir in the starch mixture until the mixture thickens and becomes clear. If the filling is too thick, thin it down

with simple syrup. Simple Syrup

Bring to a boil: 2 lb. granulated sugar

1 lb water

MERINGUE FORMULA (WITH STABILIZER)

Boil for 3 min.:

1 qt. water 4 lb. granulated sugar

1½ oz. stabilizer While this is on the stove beat until medium stiff:

1 qt. egg whites

1 lb. granulated sugar As soon as the sugar syrup has boiled enough, pour it gradually into the beaten whites and continue to beat until it has reached the desired consistency. Cover the pies immediately and brown them at about 380° F.

PINEAPPLE TARTS DE LUXE JELLY ROLLS

Cream together:
1 lb. 8 oz. granulated sugar

12 oz. yolks % oz. salt

Add gradually: 1 lb. 8 oz. milk

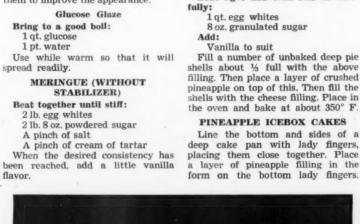
Vanilla to suit Sift together and mix in until smooth:

2 lb. 1 oz. cake flour

1½ oz. baking powder
This formula makes two sheets
18x26 in. Bake at about 400° F.
As soon as the sheets are baked,
roll up like jelly rolls, using pineapple filling instead of jelly. Allow
to cool. Then cut into slices about ½ in, thick. Lay them flat and place a whole piece of sliced pineapple on each piece of cake. Then place a

(Continued on page 38)





Principles, Practical Application of Brew Fermentation Process Explored

Fundamentals

By John A. Maselli

Fleischmann Laboratories Standard Brands, Inc.

The brew fermentation process today is technically a modified version of methods that were used many years ago. Success of the present version is based on a greater knowledge of the biochemical processes involved in fermentation and the availability of yeast of uniform high quality, which together permit better control of the brew and the finished bread.

The brew process as used for the production of yeast-leavened bakery products can be compared to a conventional sponge-dough process in which flour is omitted from the sponge and to which a source of yeast-fermentable carbohydrate is added. During the brew fermentation period compounds responsible for a substantial part of the flavor of the finished bread are formed by the action of yeast on the fermentable carbohydrates.

carbo hydrates.

The basic ingredients of a controlled brew fermentation are yeast (either compressed or active dry), sugar, and a buffer (inorganic compounds such as calcium carbonate or proteins such as non-fat dry milk solids). The purpose of the buffer is to keep the brew pH at about 5, thus stabilizing the brew and maintaining the yeast in an active condition for a practical length of time;

i.e., 24 hours.

The yeast in brews with no added buffers deteriorates quite rapidly, limiting the usefulness of brews of this type. Other ingredients can include salt, malt, yeast nutrients (of which only ammonium chloride is functional in the brew serving to increase the fermentation rate) and enrichment wafers. Calcium carbonate buffered brews fermented at temperatures from 75° to 95° F. for anywhere from two to 24 hours and containing from 1 to 3% yeast, made bread of good quality indicating the tolerance and versatility of the process

On the dough side it was found that the usual dough ingredients can be used. Oxidizing salts are helpful and proteinases function to help machining, but do not have much effect on mixing time. In general, increased mixing times, from 30% to 50% more than sponge-doughs, may be required. Since there is no sponge fermentation there is no physical working of the majority of the flour as during sponge fermentation, hence mechanical working (or more mixing) is required. Dough temperatures from 84 to 88° have been found to be satisfactory with floor times of 30 minutes. The usual make-up, proofing and baking procedure are advised.

Staling rate studies have indicated that over a 72-hour period the degree of firming of brew bread is equal to that of sponge-dough bread. The quality of commercially prepared brew bread has been shown in several instances to be equal to that of com-

mercially prepared sponge dough bread. The variety of goods being commercially made by the brew process at present include rye, sweet rye, white, Vienna, whole wheat, and raisin bread; and rolls, coffee cakes, buns, Danish pastry and doughnuts.

Commercial Application

By Ralph Manewal

Production Consultant Standard Brands, Inc.

While it may seem elementary it is advisable to discuss the setting of a brew with suggestions as to equipment, for work done indicates that certain conditions are necessary for uniform results. The brew tank should be equipped with an agitator of sufficient size, usually a wide blade with opposite sides bent at different angles from the center so as to insure homogeneous mixing and distribution without excessive speeds. Likewise it is well to have variable speed adjustments for the agitator, which lend themselves to ease of operation for addition of materials.

On large brew tank installations it has been found that it is well to have a series of baffle plates along the inside of these baffles to insure proper motion of the brew and thus prevent settling out of the materials, both during fermentation or while being held in storage for later use. It also follows that as the size of the brew tanks increase it is necessary to have sufficient ventilation to remove the carbon dioxide gas and alcohol that are created while the brew is fermenting.

Mixing Procedure Outlined

When setting the brew a predetermined amount of water is metered into the tank. The agitator is started and the ingredients are usually fed in, in the following order: Enrichment as required, sugar, salt, dry malt and yeast. With the agitator running at a higher r.p.m. these materials are soon dissolved and a homogeneous solution results.

At this time the brew improver is added, and it will appear on the surface in much the same manner as if starch had been added, as a white flocculent curd which will disappear as the brew ferments and the component parts of the improver are utilized but the vest.

utilized by the yeast.

The setting temperature of the brew should approximate 85° F. The agitator is slowed down to about 25 to 30 r.p.m., just sufficient to keep the materials in suspension and to drive off volatile carbon dioxide and alcohol as they are formed. If these volatile materials are not driven off a pH value will be obtained which may give a false impression as to the progress of the brew fermentation. In about 3½ to 4 hours the brew will be ready for use.

In order to set up an example let us suppose that we have at our disposal a 200 gal. tank of the correct non-corroding metal or "dairy type" equipment with the above mentioned added equipment, and let's make a brew that this tank can hnadle. The accompanying formulas are merely guides and will have to be adjusted to suit individual cases and locations.

FORMULA NO. 1 Brew Formula

		(ha	Percentage sed on flour
Water1,	575 lb.	(1000)	44.1 %
Yeast			44.1 % 1.5 %
Sugar	70 lb.		2.0 %
Salt	43% lb.		1.25%
Dry diamalt	83/4 lb.		.25%
Brew improver	7 lb.	(10% c	of the sugar
Enrichment		As requ	iired
Time—31/2 to 4		F.	

In Formula No. 1, we have a formula for a brew which is ordinarily sufficient for 3,500 lb. flour. The water shown is approximately 65% of the total water that will be needed to make doughs for this quantity of flour. Also based on that amount of flour are the percentages of materials used, except the brew improver which is 10% of the sugar weight. This brew will have reached a pH of approximately 4.8 to 50 when ready. As further indication there will be an absence of carbon dioxide being given off and the pH may be checked with an indicator.

The brew is now ready for immediate use or may be kept for about 24 hours at room temperature. If held longer than 24 hours it is advisable to cool the brew down to 50-55° F. either by the use of circualting water in the jacket of the tank or other means of refrigeration.

Again, the brew should be kept in state of motion by the agitator to prevent settling out of the suspended materials. As a rule of thumb, the brew should be kept in motion until it is conveyed or piped to the mixer for the dough mixing stage.

Multi-Use Ferments

In the present state it is well to know just which materials are left in the brew so that a present or favorite formula may be converted to the brew process and comparable results obtained. In each 47% lb brew we will have 1½ lb. yeast, 1½ lb. salt, 45 lb. water and the required enrichment. The balance of the materials have for all practical purposes been dissipated during the fermentation of the brew. There are two courses to follow that are being commercially used. First, if this brew is to be employed in a number of items, it is being handled as follows:

FORMULA NO. 2 White Bread—500 lb. Flour Basis

	on flour
*Fermented	012 11041
brew 238¾ lb.	
Bread flour 500 lb.	100%
Water 120 lb. (variable)	
Yeast 7½ lb.	3%
Salt 5 lb.	21/4%
Yeast food 21/2 lb.	1/2 %
Sugar 30-40 lb.	6-8%
Non-fat dry	
milk solids 15-30 lb.	3-6%
Shortening 10-15 lb.	2-3%
Fungal supplement-Normal usage.	
Mold inhibitor-Normal usage.	
Dough conditioner-Normal usage,	
Mixing-4 to 6 min. after cleanu	p.
Temperature-82 to 85° F.	

Formula No. 2 is a suggested white bread formula for 500 lb. flour. The amount of brew for this amount of flour is specified as well as the necessary yeast, salt and sugar. Then, based on normal usage dependent on local conditions of flour, water and make-up equipment, the yeast food is added on the dough side. While

To Divider in Normal Manner.

*This fermented brew contains 225 lb.
rater, 7½ lb. yeast and 6½ lb. sait.

the amount shown is ½% in some localities a higher amount is being used. The dry milk solids are normal for a particular operation and the same applies to the shortening content. The addition of fungal supplements doesn't seem to exert much influence on mixing time. They do seem to prevent buckiness during machining and likewise seem to aid in pan flow.

Mixing Time Can Vary

Mixing time after cleaning can vary from the times given. However, it is well to point out that doughs made in this manner are given extended development in that there is only the one mixing period. It has been suggested by men who have done considerable work with brew doughs that if the sponge mixing time and the dough mixing time of a conventional sponge dough of comparable formula were added together and if 10% extra were added to those combined mixing times, a good guide for correct mixing of a ferment dough could be established.

It has likewise been the consensus of several production men who have done considerable work with ferment doughs, that as a rule the absorption of a ferment dough is usually higher than that of a comparable conventional dough. If the absorption works this way the finished brew is usually equal to and in some cases better than the conventional bread, and perhaps that is due to a more thorough mixing-out of the ferment dough.

In the case of the suggested dough temperature, considerable work seems to indicate that if the dough temperature is the same as or slightly higher than the finished ferment temperature, time in the proof box will be shorter than conventional proof time for a comparable formula.

FORMULA NO. 3 Sweet Roll Dough

				rcentage on flour)
*Brew	951/	4 lb.		
Bread flour	150	1b.		75%
Soft wheat				
flour	50	1b.		25%
Water	8	1b. (variable)	49%
Yeast	12	lb.		7.5%
Yeast food	1	16.		.5%
Salt	11/	4 1b.		1.5%
Sugar	36	1b.		18%
Shortening	32	lb.		16%
Eggs	24	lb.		12%
Non-fat dry	/o-m	4.474		210 10
milk solids	10	Ib.		5%
Flavor		nal us	1000	0 /0
Mixing-2 to				
Temperature-				
Floor time-4	n to	oo mu	n.	

*The fermented brew contains 90 lb. water, 3 lb. yeast, 2½ lb. salt.

Formula No. 3 shows a normal sweet dough formula made using the ferment process. I have observed coffee cake or sweet doughs made by a similar method sometimes referred to as a hot milk sponge or a batter type ferment. Here again local conditions will determine mixing, temperatures, floor time as well as formulation, but it should be emphasized that sweet doughs can be made by this method.

There may be some question as to the best procedure for combining the fermented brew, flour, and other materials at the dough stage. Experience seems to indicate that if the brew and water are introduced into the mixer followed by the flour, and all of the other materials are added on top of the flour, the dough in mixing seems to begin to pick up a little quicker and in this way aid in reducing mixing time slightly. At first it was thought it would be necessary to add the yeast for the dough side in the form of a solution, but again work in this direction seems to show that because of the extended mixing time this precaution is not necessary.

(Continued on page 39)

The accompanying article includes two discussions of the brew fermentation process, containing latest information and production principles, as delivered before the annual convention of the Wisconsin Bakers Assn., Milwaukee, recently.



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The following of

RED STAR YEAST & PRODUCTS COMPANY MILWAUKER

DO YOU KNOW .

Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 32 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

- A loaf of bread made with distilled water will have somewhat less volume than one made with water having a slight degree of hardness.
- 2. Most bakers running sponge doughs for bread ferment the sponges from two to two and one half hours.
- 3. To obtain a better color and

flavor when using canned peaches for pie filling it is a good idea to add one No. 10 can of crushed apricots to three cans of peaches.

- 4. There are no disadvantages in not having humidity and temperature controls in the dough room.
- 5. The government specifications for white flour is that it must not contain over 12% moisture.
- When changing from cane or beet sugar to dextrose (corn sugar) in roll doughs, no changes are necessary in the fermentation time.
- 7. Bitter chocolate (chocolate liquor) must contain not less than

40% cocoa fat, according to government specifications.

- 8. When making two crust fruit pies, the filling should be cold when placed in the pies.
- Hard rings on the inside, about an inch from the crust of bread are caused by having the dough too soft.
- 10. Bee cakes are either square, oblong or round coffee cakes covered with long thread coconut that has been colored with a yellow coloring material.
- 11. In order to increase the spread of fruit bars it is a good idea to increase the sugar content in the formula.
- 12. To eliminate the sticking to the pans of cookies, high in sugar content, it is a good idea to grease the pans with a shortening and flour mixture.
- 13. Bananas contain about 12% carbohydrates.
- 14. Angel food cakes may have hollow bottoms due to the egg whites being overbeaten.
- 15. In some white cake formulas both baking powder and cream of tartar are used as the latter ingredient helps to produce a whiter crumb color.
- 16. Red colored transparent wrappers used for packaging cookies helps to retard rancidity.
- 17. Unless otherwise stated, when a bread or roll formula calls for $1\frac{1}{2}\%$ salt, this percentage is based on the total weight of the formula.
- 18. To help decrease the tendency for some layer cakes to peak up in the center during baking, the temperature of the oven should be raised somewhat.
- 19. Angel food cakes are baked, by some bakers, at 410-420° F. in order to decrease the baking time, thereby speeding up production.
- For best results, the inversyrup content of marshmallow should be varied according to the season of the year.

BREAD IS THE STAFF OF LIFE-

SPREADS OUT TRAFFIC

VALPARAISO, IND.—Allen's Bakery, to spread out the weekend traffic offers bakery specials on Friday and different specials on Saturday. The specials are good for the one day only.

HIGH GLUTEN FLOURS
For Bakers

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ACME RYE

A HIGH QUALITY WISCONSIN RYE FLOUR All Grades

FISHER-FALLGATTER MILLING CO.

"SLOGAN SPECIAL"
The Quality Enkers Flour
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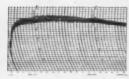
"Whitewater Flour"

Ground Where the Best Wheat Is Grown WHITEWATER FLOUR MILLS CO.

At harvest time, who isn't thankful for Nature's bounty in providing foods of the vine, the tree, and grain field! Important among Nature's gifts is Wytase—a product made from two miracle grains.

Wytase, in quantities of only 1%, increases mixing tolerance enabling the baker to catch doughs at their peak of finest flavor. Bread made from Wytase is more uniform from week to week—finer in grain, texture and crumb color.

FLAVORFUL WHITE BREAD



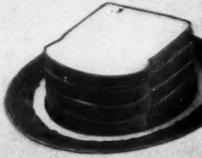
WYTASE EXTENDS MIXING TOLERANCE Farinograph charts in full size showing Wytase mixing

tolerance are available.

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WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.



J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois

PERFORMANCE determines Cost

HOW MIGHTY IS A PENNY?

Every successful baker is, and necessarily must be, a good business man. In the highly competitive baking industry, the difference between success and failure sometimes hinges on as little as a fraction of a penny in unit costs.

Those bakers who have installed cost accounting methods are discovering mighty interesting facts about ingredient costs. Take Midland Flours, for example.

The outstanding shop performance of Midland Flours means lowered production costs all the way down the line. Milled in accordance with scientific control standards, the name "Midland" is your absolute assurance of uniform baking results . . . means increased sales, too, through quality baked goods with increased consumer appeal.

It's just good business to use uniform-milled flours by Midland.

Town Crier

UNIFORM-MILLED FLOURS BY

THE MIDLAND FLOUR MILLING COMPANY NORTH KANSAS CITY, MO.







Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the RODNEY MILLING COMPANY

KANSAS CITY, U. S. A.

22,000 CWTS. DAILY CAPACITY . 5,750,000 BUSHELS STORAGE

Ringing the Baker's Doorbell

The Home Bakery in Long Prairie, Minn., has been moved to a new location in town. An open house is being planned by Allan Ramstad, owner.

G. E. Tiffany has been appointed sales manager of the Pan-O-Gold Baking Co. of Ft. Dodge, Iowa. He succeeds Cecil Watrous who resigned.

Mr. and Mrs. John Meitzner have purchased the Quality Bakery at 10 S. Broadway, Rochester, Minn. The shop has been remodeled and redecorated.

Tasty Donut Shop, 25 N. Western Ave., Oklahoma City, Okla., has closed.

Paul Beckman, who was injured in an auto accident, has sold his bakery business at Belle Plaine, Minn.

Mr. and Mrs. Lawrence Kessler of Osseo, Minn., have purchased the Anoka (Minn.) Home Bakery, 90 W. Main St., from Chester Amchler.

Eddy Bakery, Helena, Mont., has received a building permit for remodeling the front of the building at 18 Edwards.

Routes of the closed Lakeside Baking Co., **Dunkirk**, **N.Y.**, are being operated by the Anderson Baking Co., Warren. The Lakeside firm closed in September after 10 years of operations.

Two new highway signs have been put up by the Mora (Minn.) Bakery.

The Philadelphia, 116 N. Michigan St., South Bend, Ind., has been remodeled and thoroughly modernized inside and out. The bake goods department has been enlarged. A four-day celebration was held for the completion of the project and for the 54th anniversary of the firm.

Green's Purity Bakery, Inc., has opened a retail store at 25 N. Fourth St., in downtown Harrisburg, Pa. The firm's bakery is located at 1315 Market St.

A rebuilt Sturgis Pretzel Co., Inc., opened recently at West Lawn, Pa.

Wisconsin Rye Flour

We Specialise in Dark Varieties

FRANK JAEGER MILLING CO.
DANVILLE P.O. Astico WISCONSIN

Lyon & Greenleaf Co., Inc.

High Grade Soft Winter Wheat Flour Plain and Selfrising LIGONIER, IND. NORFOLK, VA.

Michigan Soft Wheat Flours
Plain or Self Rising
VOIGT MILLING CO.
GRAND RAPIDS, MICHIGAN

Fire destroyed the old plant last spring.

Clifford Olson, formerly of St. Cloud and Brainerd, Minn., has purchased the Bette Ann Pastry Shop, Benson, Minn., from Frank Fischer. Mr. Fischer has purchased a bakery in Duluth.

The Cox Bakery has been opened at 21 Eighth St. S., Fargo, N.D., by George Cox of Grand Forks, N.D. This is the eighth shop in the Cox chain. The bakery is managed by Marvin Stai who has been employed at the Cox Bakery in Moorhead, Minn. Quarters for the shop were completely remodeled and new fixtures and equipment installed.

The National Bakery, 320 E. Sheridan St., Ely, Minn., has been sold by Ernest and Clinton Torfin to Floyd Lindvall. The bakery is being remodeled and redecorated.

Bill's Bakery, Chickasha, Okla.,



rosoft is a tenderizing agent — a proved ingredient in convenient dry form. Easy to handle, it requires no changes in shop procedures.

Brosoft produces tenderness of crumb and crust. Improves texture. Results in better eating and keeping qualities easier machining and make up.

Smoother slicing, too, with no gumminess. . . . Many of America's best selling loaves are now made with Brosoft.

THE BROLITE COMPANY, INC.

2542 ELSTON AVENUE, CHICAGO 47, ILL.

621 Minna St., San Francisco 1, Calif. 2921 So. Haskell Ave.,

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518 First Ave., North Seattle 9, Wash. 686 Greenwood Ave., N.E., Atlanta 6, Ga.

225 Fourth Ave., New York 3, N.Y.

Brolite's trained Bakery Technicians are at your service!

has installed a pneumatic flour handling system.

Sokit's Bakery has opened at 5217 W. 5th Ave., Gary, Ind. This new bakery features a complete line of bread and pastries.

The Clarissa (Minn.) Bakery has moved to a new location on Main St.

Mr. and Mrs. J. P. Rich have worked out what many business men would agree is an ideal arrangement.
During the three summer months
they operate their bakery in northern Wisconsin facing Lake Minocqua. In the fall they return to Florida and open their bakery at Madlera Beach which has been closed during

A grand opening marked the completion of the new Stacy's Pastry Shop in Sandstone, Minn. Owners of the new building and business are Mr. and Mrs. Theodore Felger.

Henry Holm, formerly with the Rust Sales Co., Denver, Colo., and Derwin Johnson, who has resigned his position as production manager of the Eastern Bakers Supply Co., have purchased the Honey Bun Bakery, 4815 Pecos St., **Denver. The for-**mer owner is Roy Rohrbaugh, who has gone to Idaho where he plans to purchase a bakery.

After 26 years of operation by one family, the Gettysburg (S.D.) Bakery has been closed by the L. J. Klein family. Since 1945, the bakery has been operated by the widow and two sons of Mr. Klein.

The Powell & Warne Bakery, Inc. a new locally-owned and operated plant producing cookies from Archway recipes, will start operations at Asheville, N.C., in the near future,

ARBA AWARDED **SWIFT & CO. PLAQUE**

CHICAGO—Another milestone in the 100th anniversary celebration of Swift & Co. was completed Nov. 7, with the presentation of this company's Centennial Founders' Award Plaque to the Associated Retail Bak. ers of America. M. J. Thomas, Swift & Co., made the presentation to Bernard Bowling, ARBA president, during a meeting of the officers and directors of this association. Mr. Thomas explained that these awards were presented in recognition of the contributions which food proces made through research and development and that it was "a real pleasure" for his company to so recognize Associated Retail Bakers of America

it has been announced by Robert S. Powell and C. D. Warne, co-owners. The plant will be located in a building on Riverside Drive which has been proported in idea and a superside print of the back has been proported in idea. has been renovated inside and out. Mr. Powell is from Columbus, Ohio, and Mr. Warne is from Zanesville

A full week of 16-hour days was required when Franke's Bakery, Montgomery, Minn., prepared some 40,000 Kolace for Montgomery's annual Kolacky Day.

Hekman Biscuit Co.'s \$200.000 warehouse in Detroit, Mich., largest of the company's branch warehouses and offices, is now in operation. This is the 11th expansion for the company since the new plant was built in Grand Rapids in 1949.

Rose's Bakery, Inc., North Wilkesboro, N.C., has been organized with capital stock of \$100,000. Principals included George W. Rose, E. J. Moore and C. L. Porter, all of North Wilkes-

Julius G. Braunreuther has been named bake shop superintendent and Karl Zollner and Charles R. O'Neil assistant bakery superintendents, for the Fred Sanders Co., Detroit, Mich.

The Halstad (Minn.) Bakery has been taken over by Mr. and Mrs. Leland Hage. Mr. and Mrs. Elmer Johnson sold the business.

AFL bakery workers in two Den ver, Colo., locals have approved a two-year contract which will give them a 10¢ hour wage increase. The

KNAPPEN MILLING

BEST QUALITY MICHIGAN CAKE & BAKERY FLOURS AUGUSTA, MICH.

for ALL your flour...

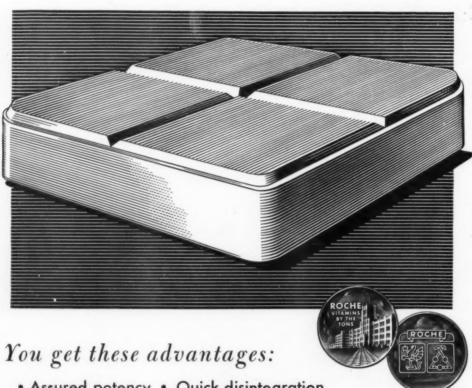
SPRING .. HARD WINTER .. SOFT WHEAT

THE BEARDSTOWN MILLS
COMPANY
BEARDSTOWN, ILLINOIS

PRESTON-SHAFFER MILLING CO. WALLA WALLA, WASH.

Soft White Winter Wheat Flour a Specially

Specify SQUARE wafers for the enrichment of white bread and rolls with vitamins and iron.



- · Assured potency · Quick disintegration
- Super-thorough diffusion
 Finer, more buoyant particles
- Clean, even break into halves and quarters
- Two types to enrich any white bread or rolls

TYPE A-For use with doughs containing 3% or more non-fat milk solids.

TYPE B-For use with doughs containing less than 3% non-fat milk solids.

Order Square wafers today from your yeast company salesman.

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Do you always open with these?

Sometimes it's a little foolhardy. Depends on how many are in the game. Experts say you should open with jacks only when there are no more playing than three....? Four....? Five....?

Six....? Answer below.



Fine pair to win with

We've been talking to you about taking the gamble out of flour. We repeat: the flour you buy from us is bin aged and bin checked—and these are no idle advertising terms.

It's bin aged* means flour fully aged in our 50,000 cwt. storage—ready to put in production the minute it arrives.

It's bin checked* means flour certified by test well before loading in sacks or bulk—certified to be exactly according to your specifications.

A lot of smart bakers long ago locked the door on production worries simply by switching to Atkinson. Why don't you do the same?

When you buy from Atkinson, the flour you order is the flour you get.

Rule of thumb is: open with jacks if no more than three, including yourself, in game; no less than queens with four; kings with five; aces with six.

—Odds courtesy The United States Playing Card Company.

ATKINSON MILLING CO. MINNEAPOLIS, MINNESOTA

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contract covers 350 employees in the contract covers 350 employees in the Rainbow Bread Co., Campbell-Sell Baking Co., Old Homestead Baking Co., Macklem Baking Co., Bender's Bakeries, Star Baking Co., Continen-tal Baking Co., Safeway's Fairfax Bread Co., and Gus' Butter Maid Bake Shop.

Pauline's Pastry Shop has moved from 501 Hartford Ave. to 522 of the same street in **Providence**, **R.I.**, where it has considerably more space. Headquarters for this operation are at the bakery and salesroom located at 609 Elmwood Ave., Providence.

Mrs. Pauline Joseph and Peter Patrick are the owners.

Dan's Bakery opened recently in the newly remodeled Sauer & Dahl-berg market building at Atlantic, Iowa. Dan McArthur is proprietor.

A new distribution center has been established in Clinton, Iowa, by Peter Pan Bakery, Inc., of Davenport, Iowa. Six fulltime employees will man the

A distribution depot of the Conti-

nental Baking Co. of Minneapolis has been completed at Willmar, Minn. The new \$50,000 building was started in July.

The 15th anniversary in the Ada (Minn.) Bakery for Maurice Parsons, owner, was marked by a big open

Mrs. Hurd's Bakery, Denver, Colo., has opened a new retail outlet in the University Hills Shopping Center. This is the bakery's fifth retail outlet. The bakery is operated by

Mr. and Mrs. Harold Hurd and Don Blanchard, with the main plant at 23rd Ave. and Dexter St.

Alfred Barrett has purchased the Humke Bakery, 113 First Ave. E., Newton, Iowa, from Alvin E. Humke.

Harry Meinen has purchased Hank's Cafe & Bakery in Lanesboro, Minn., from the Langlie family.

Harris Bakery, Buffalo, Okla., has been closed.

Finn's Bakery in Algona, Iowa, has a new front.

The Baldridge Bakery, Lubbock, Texas, has added a new pastry production table to its equipment.

Jiffy Baking Co., Inc., has leased the building located at 1025 Marl-borough St., **Philadelphia**, **Pa**.

Richter's Bakeries, Gary, Ind., has opened a bakery department in the Joe Tittle & Sons, Inc., supermarket in the new 32-store Village Shopping Center at 36th and Grant Streets.

The Davis Baking Co. of Rimersburg, Clarion County, Pa., will establish a branch plant in Berks County, Pa., for the production of cookies. The firm has purchased a 5,000 sq. ft. building in Hyde Crest in which it will bake Archway cookies.

Shallberg's has opened in the Village Shopping Center at 36th and Grant Streets, Gary, Ind. This is the fifth Shallberg Bakery in Gary. Mrs. Frank F. Hunssinger will be in charge.

Hunt's has opened a new bake shop in the Hamilton Shopping Center, Hamilton, Ont.

Rocco Zambri has sold his bakery in Little Falls, N.Y., to Carmen Re-gusa, formerly of Utica, N.Y. The business will continue to be known as Zambri's Bakery. Mr. Zambri operated the bakery for about 46 years.

The Cake Box, Winter Haven, Fla., is a new bakery recently opened by



Plain and Self-Rising

A Flour Without Equal Anywhere

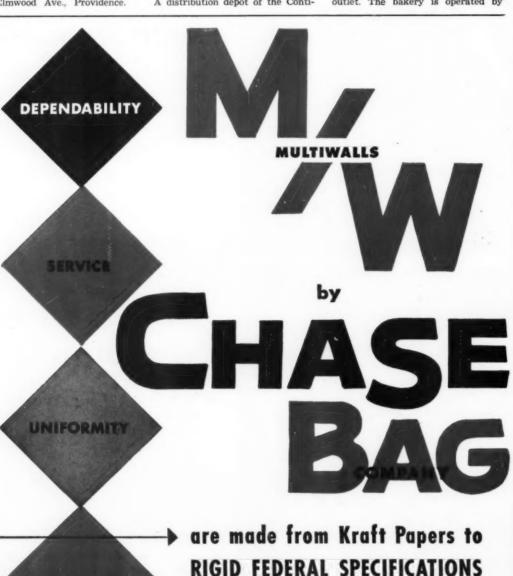
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- Southern Regional Office, 934 Exchange Bldg., Memphis, Tenn.

Super Chief GREEN'S MILLING CO. Morris, Minn.

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Merchant Millers KENT, OHIO, U. S. A.
Millers of Soft Winter Wheat.
We specialize in laboratory controlled production of superior Cake, Pastry and Oracker Flours from carefully selected wheats.



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You can't pack, ship or store your feed in better bags!

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309 W. Jackson Blvd., Chicago 6

Dan Taylor. He was formerly in the baking business in Beaufort, S.C.

Max Lowdermilk, owner and operator of the Lowdermilk Bakery, Denver, Colo., has opened a new retail outlet in the new Park Hill Shopping Center at 3401 Holly St.

Joseph Randazzo of Utica, N.Y., employed in the baking industry for 20 years, has purchased the White Rose Bakery in nearby Little Falls, N.Y. Frank Majsak, who has operated the bakery for a number of years, will assist Mr. Randazzo.

Mr. and Mrs. Whitney Duvall recently opened their Tasty Maid Bakery at Gibson City, III., with a grand opening.

Ben F. Pate has resigned as head baker at the Silver Grill Cafeteria, Amarillo, Texas, and has purchased the Keeney Bakery, 1402 W. 15th St., from J. L. Keeney who has retired after 33 years in business. The firm has been renamed the Pate Bakery.

The Flannery Bakery, Jamestown, N.D., has been sold by Larry Ginther to Ralph Hektner and his sister, Selma Hektner Compaan. The new owners at one time owned the Vita Bakery in Jamestown.

New owner of the Hopkins (Minn.) Bakery is Melvin Lies who has been working for the Hovander's Home Bakery. He bought the bakery from Margaret and Evelyn McDonald, owners of the shop since 1938.

Mrs. Bernice Nelson has started baking and selling bakery goods on a twice-a-week basis in Karlstad, Minn. She has indicated that if her venture is successful, she will launch a full-fledged bakery in the community.

The Columbus Bakery at Columbus Junction, Iowa, has closed its doors. Duane Tucker, owner for the past eight years, has taken a position with a Davenport, Iowa, bakery.

n

The Federal Bake Shop in Ottumwa, Iowa, was among the shops ex-



CAHOKIA FLOUR CO. ST. LOUIS, MO.

"DIAMOND D"

A High Grade Bakers' Spring Patent Milled Under Laboratory Control from Montana Spring Wheat Sheridan Flouring Mills, Inc. SHERIDAN, WYOMING tensively damaged in a fire that burned through three floors of the brick building at Main and Court Streets.

Tri-State Bakers Will Meet Feb. 5-7

NEW ORLEANS—The Tri-State Bakers Assn. will hold its 22nd annual convention Feb. 5-7, at the Jung Hotel, New Orleans, announces Sidney Baudier, Jr., 624 Gravier St., New Orleans 12, secretary of the group.

Macklem Baking Co. Aids Denver Promotion

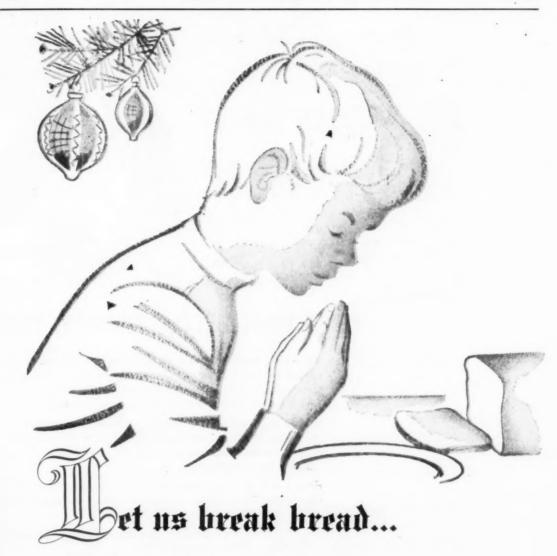
DENVER — Macklem Baking Co., Denver, recently supplied more than 5,000 buns for the all day "Fishing Derby" staged by the city for youngsters from seven to 15 years of age.

Fishing all day on the banks of the Washington Park Lake in southeast Denver, the kids competed for more than 3,000 prize offered by cooperating merchants, bakers, service clubs, youth organizations, etc. Prizes were awarded on the basis of the biggest fish, the smallest fish, the most unusual freak fish, together with a long list of consolation prizes for those who didn't get a nibble.

BREAD IS THE STAFF OF LIFE-

Potomac States Bakers Will Gather Jan. 29-31

BALTIMORE — The 40th annual convention of the Potomac States Bakers Assn. will be at the Lord Baltimore Hotel, Baltimore, on Jan. 29-31. The group's summer convention has been set for the Cavalier, Virginia Beach Va., on June 17-20. Emmet Gary, 16 McClellan Place, Baltimore 1, is secretary of the group.





Throughout the ages the simple rite of breaking bread has been the symbol of man's good will toward man.

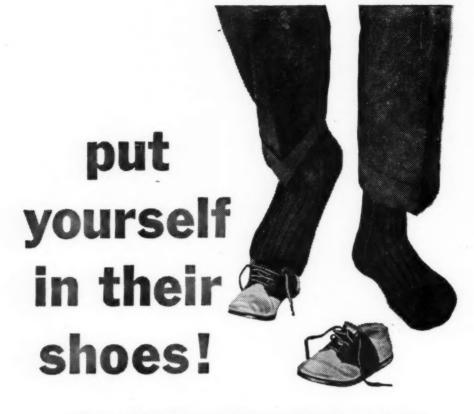
A gesture understood by everyone, everywhere.

A symbol with meaning unchanged.

Now in this holiday season, with the need for peace on earth as great as it has ever been, let us join heart and hand and break bread with friend and neighbor.

May all men live side by side-brothers.

A SEASON'S WISH FROM FLEISCHMANN



YOU'D WANT BETTER SCHOOLS, TOO!

Yes — put yourself in the shoes of children who get only half-day education. Or some of the others who are jammed into overcrowded classrooms. Or again put yourself in the place of kids whose schools lack playground facilities or books and equipment.

Is it fair to give our children anything but a first-rate education? Let's see to it that they get the kind of education that will make them the citizens we all want them to be. It's a big job but a satisfying and rewarding one.

Here's how to get started. Write today for free booklet, "How Can Citizens Help Their Schools?". Clip out the coupon and mail it today!

BETTER SCHOOLS BUILD BETTER COMMUNITIES	- 100m	th Street, New York 36, N. Y. see bookist, "How Can Citizens
	Address	

PILLSBURY MILLS, INC.

BOSTON



to serve (WASHINGTON)

SPRING AND HARD WINTER WHEAT FLOURS

2 SOFT WHEAT FLOUR FOR CAKES, COOKIES, CRACKERS

3 RYE FLOURS

4 WHOLE WHEAT FLOURS





TROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

B. A. ECKHART MILLING CO.

Sales representation in: Boston, New York, Philadelphia, Baltimore, Staunton-Virginia, Atlanta-Ga. Augusta, Ga. Jacksonville-Florida. Geneva-New York, Harrisburg-Pa. Pittsburgh, Pa., Detroit, Cleveland, Columbus Fort Wayne-Indiana. Milwaukee. Chicago, St. Louis-Missouri, Nashville, Modile-Alabama. New Orleans GENEVA-NEW YORK, MARRISBURG-PA. PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS
MILWAUKEE, CHICAGO, ST. LOUIS-MISSOURI, NASHVILLE, MOBILE-ALABAMA, NEW ORLEANS

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ANSWERS TO "DO YOU KNOW?"

Questions on Page 22

1. True. Water having a slight degree of hardness has a tendency to strengthen the gluten in the dough, producing greater volume during baking.

2 False Most bakers ferment the sponges from four to five hours.

3. True. Apricots have a more pronounced yellow or orange color. They also have a more tart flavor. Some bakers add a small amount of citric acid to their peaches in order to improve the flavor. A small amount of yellow color will improve the appearance of the filling.

False. One disadvantage is that the fermentation loss will be high due to evaporation of moisture from the dough. Another disadvantage is that the doughs will crust over resulting in streaks or lumps in the finished loaves.

5. False. It must not contain over

15% moisture, when determined by a "Vacuum Oven Method" of Association of Official Agricultural Chemists. Too high a moisture content in the flour is undesirable because of the danger of such flour becoming musty.

True. While dextrose (corn sugar) is directly fermentable by yeast and cane and beet sugar are not, the fermentation time of the dough will not be changed.

7. False. According to the specifications it must contain not less than 50% cocoa fat.

8. True. When a warm filling is placed in the pies it will cause the top crust to crack open and the fill-ing to stew before the dough is baked. Using a cold filling will also decrease the tendency for it to boil out before the pies are baked.

False. The rings are due to the bread being bumped in the oven while

Check the loss of flavor,

aroma, and texture caused by staling. You need the Levulose in NU-LOMOLINE, the pioneer standardized invert sugar,

to preserve longer the freshness of your cakes, cookies, and icings.

Levulose is that essential

and unique ingredient of NULOMOLINE that retains

the maisture in your baked

goods and attracts mois-

ture from the atmosphere.

For products that keep well from oven to table

part of the loaf is still in the dough stage.

10. False. They are coffee cakes that are topped before they are placed in the oven by the following topping: Heat together 1 lb. granulated sugar, 1 lb. butter and 20 oz. honey. Then 1 lb. sliced almonds and some vanilla or lemon flavor is stirred in. The filling should be spread on while it is still slightly warm. The coffee cakes may be made in a variety of shapes, as desired.

11. True. The spread can also be increased by increasing the soda content in the formula. Baking them on double pans will help. If desired, part of the sugar in the formula may be added with the flour. This will produce more undissolved sugar in the dough, which upon melting in the oven during baking will increase the spread.

12. True. This mixture may be made by creaming together: 3 lb. 8 oz. shortening, 1 lb. to 1 lb. 4 oz. flour and 8 oz. vegetable oil. There are a number of bakers who are using cottonseed flour instead of white flour, with very satisfactory results.

13. False. According to the U.S. Department of Agriculture, bananas contain: 22.2% carbohydrates (mostly sugar), 1.2% protein and 75.6% water on an average.

14. True. This trouble may also be due to (1) Grease spots on the pans, (2) Too much moisture in the batter, (3) Batter not placed in the pans properly, (4) Flour not strong enough, (5) Too much moisture on the bottom of the pans, (6) An extremely strong flour used, (7) Not enough flour in the formula.

15. True. It is also added to some fruit pound cake batters as it strengthens the structure of the cakes, thereby decreasing the tend-ency for the fruit to settle to the bottoms of the cakes during the baking period.

16. False. It has been found that the use of green transparent wrap-pers retarded rancidity. It was also discovered that when the packaged cookies were placed on the market, consumers did not like the green colored package with a resulting loss in sales.

17. False. The salt content and also the other ingredients are based on the total weight of the flour, which is given as 100%.

18. False. The temperature of the

"ROCK RIVER" **BLODGETT'S" RYE "OLD TIMES"

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

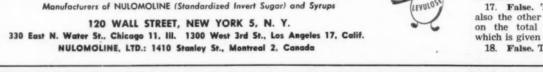


and assure repeat sales, use NULOMOLINE. Booklet of balanced bakery formulas upon request.



AMERICAN MOLASSES COMPANY

Manufacturers of NULOMOLINE (Standardized Invert Sugar) and Syrups





We have provided and will use these facilities of the Econo-Fio Bulk Flour Service, Inc., to serve you. Pictured at left is outside view of new Greensboro bulk flour terminal and at right an interior view of bins which will receive flour from bulk cars and load into Greensboro, North Carolina

WITH THE OPENING OF THE FIRST COMPLETE BULK FLOUR TERMINAL IN THE UNITED STATES

WE NOW OFFER "THE BAKERS OF THE CAROLINAS" A COMPLETE FLOUR SERVICE

WINTER-SPRING-BLENDS-SOFT-AND SPECIALTY FLOURS

"Sacked or Bulk"

WEBER FLOUR MILLS SALINA, KANSAS .

oven should be lowered somewhat. Baking the cakes on double pans will also help to decrease peaking.

19. True. However, this procedure is very apt to produce cakes having large cracks or ragged breaks in the top crust. Usually a temperature of about 340-350° F. is recommended. Angel food cakes weighing 12 ounces, baked in round, fluted pans, require about 30 minutes baking time. Cakes scaled 19 oz. require about 40 minutes and those scaled 26 oz. require about 55 minutes baking time.

20. True. When the humidity is low, more invert syrup should be used than when the humidity is high. The other types of sugars, in the formula, such as granulated sugar and corn syrup, must be varied when the invert syrup content is changed, in order to have the formula contain about 69% total sugar solids.

-BREAD IS THE STAFF OF LIFE-

AIB Committee on Education Reappointed

CHICAGO—Newest of the advisory committees of the American Institute of Baking is composed of men and women from the field of education. All eight members of the Consumer Service Advisory Committee, first appointed in 1954, have accepted invitations to serve in 1956.

They are familiar with the content of elementary and secondary school programs, and with needs in teaching materials that can be met by the AIB's nutrition education services. They also are authorities on the types of material that seem to be most effective in teaching nutrition and education aids are produced under their supervision.

Members are: Adele G. Columbia of the AIB. chairman of the committee; Fred V. Hein, consultant to the bureau of health education of the American Medical Assn.; Malcolm S. Knowles, administrative coordinator, Adult Education Assn.; Dr. Philip Lewis, chairman of the department of education of Chicago Teachers College; Dr. Floride Moore, associate professor of home economics education, University of Georgia; Justine Smey, coordinator of home and family living education in the Elementary Schools of Great Neck, N.Y.; Dr. Helen M. Starr, director of health, physical education and recreation, Minneapolis Public Schools,

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BUFFALO FLOUR

THE WILLIS NORTON COMPANY WICHITA, KANSAS

DAVID HARUM BAKERS FLOUR From Nobraska's Choice Winter Wheat LEXINGTON, NEBRASKA

GARLAND MILLS

INC.

GREENSBURG, INDIANA

Cake, Cracker and Family Flours

You can make better bread with SUNNY KANSAS Flour The WICHITA GOUR MILLS CO.
WICHITA, KANSAS

and Dr. Hazel K. Stiebeling, director of human nutrition and home economics research, U.S. Department of Agriculture.

Mrs. Tucker's Announces Executive Changes

SHERMAN, TEXAS—At a meeting of the board of directors of Mrs. Tucker's Products Division of Anderson, Clayton & Co., at Sherman, Texas, Jack P. Kaufman was elected vice president.

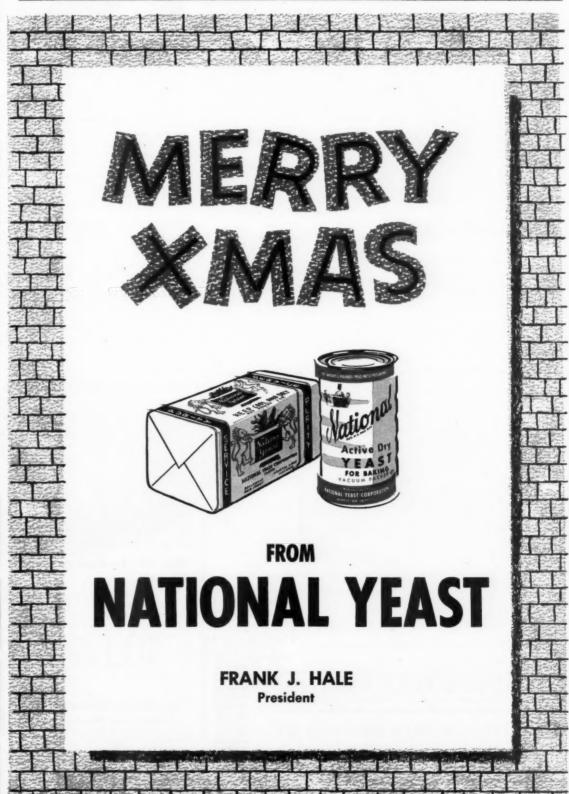
vice president.
Claude T. Fuqua, Jr., president of

the division, also announced that Mr. Kaufman was elected executive vice president and a director of Mrs. Tucker's Food, Inc., and Granson Food Products Co. In addition, Mr. Kaufman will be in charge of all phases of marketing, which includes advertising, promotion and selling.

L. G. Yahn, Jr., Promoted By Wilson & Co.

CHICAGO—L. G. Yahn, Jr., has been promoted to the position of assistant to O. J. Pickens, bakery research director at Wilson & Co., Chicago.

Mr. Yahn succeeds Larry Leete, who has been transferred to the bakery sales division. His association with Wilson & Co. dates back to 1947, when he was appointed quality control laboratory technician, a position he held until 1951, when he began specialty work in the bakery research laboratory. Following two years in this capacity, he was transferred to the position of bakery specialty salesman in the Chicago market, and he has held this position since 1953.



Worth Looking Into



New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 3816—Multiple Bins

A new ingredient bin has been introduced by the Day Co. The equipment is an arrangement of multiple bins for handling all bread dough ingredients with the exception of flour. The first bin holds cane sugar and has a 75 cu. ft. capacity (3,900 lb.); number two is used for Cerelose and has a 60 cu. ft., 2,500 lb. capacity; number three is a powdered milk bin with 60 cu. ft., 2,000 lb. capacity; the fourth bin (for salt) holds 2,000 lb. in 25 cu. ft.; number five is for yeast food and is a 25 cu. ft. 1,000 lb. bin; the sixth bin is for bread improver and has a 900 lb. 25 cu. ft. capacity. Secure more complete details by checking No. 3816 on the coupon and mailing it to this publication.

No. 3818—Egg Product

A dried egg product called by the trade name, Egglite, has been introduced by Seymour Foods, Inc. The product is made as four dried egg products, each with a special purpose, company officials said. Soft-n-lite is a highly refined albumen product, for angel food and chiffon cakes. White-n-lite is a dried albumen product for other bakery products requiring egg whites, such as meringues. Brite-n-lite is a dried and fortified whole egg product, for bakery formulas requiring whole eggs, such as yellow cakes and jelly rolls. Rich-n-lite is a high solid yolk product for use in such sweet goods as Danish pastry and coffee cakes. The products are claimed to be stable. Secure more details by checking No. 3818 on the coupon and mailing it to this publication.

No. 3812—Icing Machine

The development of the Frost-O-Fast 'Round-the-Cake icing machine has been announced by Basic Foods Sales Corporation, Englewood, N.J. Said to be completely automatic in operation, the icer deposits a measured amount of butter cream icing around 5 in. to 11 in. layer cakes at a rate of up to 20 per minute, the



company states. The machine consists of a stainless steel hopper, a sanitary pump, a pair of icing arms and a turntable. Icing arms operate continuously at whatever rate the bakery requires and apply a uniform amount of icing to the entire side of the cake as it rotates on the turntable. The side icing operation follows after the top of the cakes have been iced in the customary manner. Secure more complete details by checking No. 3812 on the coupon and mailing it to this publication.

No. 3813—Baking Pan Folder

A 4-color folder on the step-by-step process used by the National Glaco Chemical Corp. in chemically treating baking pans is available. The folder has a full-color cover photo which is said to be suitable for posting near a baker's ovens to serve as a comparison guide. Advantages of using the company's pan cleaning and glazing service are outlined in the folder. Secure it by checking No. 3813 on the coupon and mailing it.

No. 3814—Oil Filter

A continuous filter has been announced by the J. W. Greer Co. It is said to make filtering fully automatic. A unique design insures that filtration is always through an absolutely clean filter surface, the company states. The filter is permanently connected to the cooker with bypass to storage tank for overnight holding or cleaning of cooker. Available in single or two-stage models with capacities from 8 to 200 gal./min., the unit is said to be easily cleaned. For more complete details check No. 3814 on the coupon and mail it.

No. 3817—Bakery Decals

The Meyercord Co. has published a new pictorial folder showing examples of colorful bakery decals currently being used on truck panels, store window valances and signs, as well as spot signs for store doors and interiors. The brochure is offered free. Secure it by checking No. 3817 on the coupon and dropping it in the mail.

No. 3820-Odor Filter

A new portable filtering device for bakery odors has been announced by the Radex Corp. Called by the trade name, Smog-Free, the new device is claimed to effectively filter the air of cooking odors, smoke, gases and other substances. The unit performs its function through the use of an activated carbon filter. The unit is offered in two sizes. Dimensions for

the smaller unit are: 10 in. long, 14 in. wide and 14 in. high. It weighs 21 lb. and has a capacity of 300 cfms in high speed; 140 cfms in low speed. Dimensions for the larger unit are: 14 in. long, 17 in. wide, and 17 in. high. It weighs 64 lb. and has a capacity of 900 cfms in high speed and 450 cfms at low speed. Secure more complete details by checking No. 3820 on the coupon and mailing it to this publication.

No. 3821—Equipment Catalog

The Read Standard Corp. has prepared a new 28-page pocket size catalog of equipment for the modern automatic bakery. Machines used for bread-making and auxiliary processes are described with lithographed reproductions of photographs. Among the sections included are those on materials handling, mixing equipment, ingredient and dough handling equipment, make up equipment, ovens and delidding and depanning equipment. The catalog may be secured by checking No. 3821 on the coupon and mailing it to this publication.

No. 3822—Brochure On Icings

A 24-page brochure designed to serve the baker as a general production guide to the preparation and application of icings, is now being distributed by Basic Foods Sales Corp. "No Matter How You Ice It" is the title of the brochure, which has been thumb-indexed for easy reference. In a section titled "Icing Data" such subjects as "How to Determine Specific Gravities of Icings and Fillings," "Chocolate-Cocoa Conversion Tables" and "Weights in Gallons of Various Liquids" are discussed with explanatory tables. A large section is devoted to the preparation of typical icing formulas. Secure the brochure by checking No. 3822 on the coupon and mailing it to this publication.

No. 3815—Automatic Dough Maker

D. Ayres Jones & Co., Ltd., bakery engineering company, has available a brochure on its equipment called by the trade name, Mono Universal Automatic Dough Maker. The machine is described as "The Sleeping Baker" by its manufacturer, and is



an electronically-controlled dough maker. It is said to repeat the dough making process automatically as often as desired, and will operate in conjunction with the usual type of dough mixer and no other special equipment is required. Secure more complete

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No postage stamp necessary if mailed in the United States

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details by checking No. 3815 on the coupon and mailing it to this publication.

No. 3819—Equipment

The 1956 additions to the Petersen Oven Company's line of bakery equip-ment are described in its 18-page catalog issued recently. Information in the color catalog is contained on the company's automatic double and single unit tray ovens, tunnel ovens, bread coolers, tray and tunnel type steam proofers, unloaders, depanners, handling systems and other baking and frying equipment. Secure the catalog by checking No. 3819 on the coupon and dropping it in the mail.

No. 3823-Manual On Merchandising

What is claimed to be a new approach in bakery merchandising is contained in a manual offered to bakers by Moj Products Corp., and its marketing affiliate, Twining Sales Corp. Titled "58 Ways to Increase

A SUCCESSFUL DONUT BUSINESS CALLS FOR THE FINEST EQUIPMENT and MIX DOUGHNUT CORP. OF AMERICA

Your Bakery Sales and Profits," the manual emphasizes new product styling and taste appeal. Instructions for making several new toppings and fillings, "weekend winners" and new specialties are included. A guide for each season and important holidays comprise the manual's "merchandising calendar." For a copy, check No. 3823 on the coupon and drop it in the mail.

No. 3824—Bakery Construction

For those in the baking industry contemplating construction the book-let "True Efficiency in Building" has been published by the Building Con-struction Employers' Assn. It con-tains a check list on various phases of construction and answers 20 questions about building programs as when to build. The booklet will be sent free upon request. Check No. 3824 on the coupon and drop it in the mail to receive it.

No. 5301—Packaging

The benefits of packaging goods in film made of Bakelite polyethylene, are presented in a new brochure published by Bakelite Co., a Division of Union Carbide and Carbon Corp. Entitled "Here's How It Pays to Package in Film Made of Bakelite Polyethylene Plastic," the six-page, illustrated folder reports applications in a wide variety of fields. The brochure claims these features: Polyethylene is strong; resists tearing, moisture and most chemicals; heat-seals easily, and remains flexible even at below-zero temperatures; products packaged in it are kept clean, fresh, dry or moist as desired, and clearly visible; waste in shipping and stocking is reduced; inventory and display are facilitated. The brochure may be obtained without charge by checking No. 5301 on the coupon and mailing it.

No. 3806—Shaft Repair

Details of a shaft-repairing method, such as resurfacing dough mixer shafts can be provided by Metallizing Engineering Co., Inc. The company announces that stainless steel shafts can be built up and reclaimed with the firm's process. Varied parts can be metallized with the firm's method, the announcement states. Various metallizing applications are described and illustrated in the current issue of the Metco News. A copy is available by checking No. 3806 on the coupon and mailing it.

No. 3804—Oven

New features of the Haller Cyclothermotron, trade name of the oven designed by the Haller Oven Co., division of Mallet & Co., Inc., are described in a folder recently released. Described are such features as a choice of one- to three-tone color

CODING AND MARKING

"Code dating and marking machines for the flour milling and baking industries. Coding bread wrap-pers, cellophane and packages, etc., our specialty. Write far information on a specific problem

Write for information on a specific problem
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QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the versatility to create superior results in every bakery item you produce.

Call . . . Write . . . or Wire to:



The Quaker Oats Company Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas and Los Angeles, California

combinations; heating with gas, oil or oil-gas mixture; direct firing; the redesigned tray travel; a choice of capacities from 2,000 lb. to 6,000 lb. of bread per hour; self-loading and automatic unloading; controls, instruments and safety devices and structural design. Secure the folder by checking No. 3804 on the coupon and mailing it to this publication.

Also Available

The following new products have been described in previous issues and information about them may still be obtained by jotting the appropriate

number on the coupon and forwarding it to this magazine.

No. 3753 — Roll-in margarines in "sheeted" form, Swift & Co.

No. 3754-Hand sealing iron, Lewsyth Packaging Systems & Equipment.

No. 3755 -Bakery goods wrapping machine, Hudson Sharp Machine Co. No. 3756—Bakery paint guide, W.

E. Long Co. No. 3757 - End labels, Pollock

Paper Corp.
No. 3758 — Maintenance and Engineering book, \$7.50 postpaid, Clapp & Poliak, Inc., 341 Madison Ave., & Poliak, Inc., 34 New York 17, N.Y.

No. 3759 - Film on self-service. National Cash Register Co.

No. 3760 — Product Catalog, Magnus, Mabee & Reynard, Inc.

No. 3761—Sweet dough base, Caravan Products Co., Inc.

No. 3762-Printed Wrappers, Milprint, Inc.

No. 3763-Zip tape for bread, Dobeckmun Co.

No. 3774 - Product metering system, Liquimatic Systems.

No. 3781—Styrene plastic half gal-lon boxes and lids, Wilpet Tool & Mfg. Co.

No. 3784—Foil pan catalog, Chicago Metallic Manufacturing Co.

No. 3785-Delivery trucks, Divco Corp.

No. 3787 - Cellophane characteristics and uses, Film Division, American Viscose Corp.

No. 3788—Revolving oven, Advance

Oven Co.

No. 3789 - Starch duster, Craig Corp.

No. 3790—Sweetening agent, Chemical Division, Merck & Co., Inc No. 3791-Dough retarder, Victory

Metal Manufacturing Corp. No. 3792—Supermarket survey, Du

Pont Co. No. 3793—Proof box, Read Standard Corp.

No. 3794—Icing base, Nulmoline Division, American Molasses Co. No. 3795—Central air conditioning,

Perfection Industries, Inc.
No. 3796—Trays, Olin Mathieson

Chemical Corp.

No. 3797—Carton sealer, Evér-Seal

Industrial Glues, Inc.

No. 3798-Concrete floor maintenance, National Sanitary Supply Assn.

No. 3799--Bread vending machine,

No. 3800—Topping, filling and icing product, Fount-Wip, Inc. No. 3801-Bread pan greaser, Im-

perial Machine Co. No. 3802-Bread Casein, Sheffield

Chemical Co., Inc. No. 3803-Aluminum foil wrapping, Reynolds Metal Co.

No. 3805-Bread wrapping machine, American Machine & Foundry Co.
No. 3807—Foil containers, Arbor

Products Corp. -Proof box, Read Stand-

ard Corp.
No. 3809—Icing machine, Fry-

master Corp.
No. 3810—Batch counting, Presin

No. 3811-Flour transfer unit, Fuller Co., subsidiary of General American Transportation Corp.

DEAD IS THE STAFF OF LIE

Indiana Bakers Assn. Names New Manager

INDIANAPOLIS, IND. - Ferd A. Doll has been named secretary-man-ager of the Indiana Bakers Assn., it has been announced by T. A. Gilgrist, president of the association.

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for

Mr. Doll is a former retail baker and spent a number of years as a representative of one of the large yeast companies.

THE NEW CENTURY CO.

DRIED BREWERS' GRAINS

Moore - Lowry Flour Mills Co. Kansas City, Mo. PRECISION-MILLED FLOURS

Evans Milling Co., Inc. INDIANAPOLIS, IND., U. S. A.

Manufacture Kiln-Dried DEGERMINATED CORN PRODUCTS Capacity, 16,000 Bushels

RUNCIMAN MILLING CO. SHOOSHINGS TO JONATHAN HALE & SONS, INC.
MANUFACTURERS OF FINEST
MICHIGAN SOFT WHEAT FLOURS Plain and Self-Rising IONIA, MICH. PHONE 65 Since 1856

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-EIGHT YEARS



FLOUR FOR PERFECT BAKING



BAKERS who strive for consistent fine texture and quality in their daily loaves make a habit of calling HUNTER for the choicest flours. For HUNTER always means flour of uniform baking properties, milled from selected bestbaking wheats. Let us serve you, too!

ANOTHER GREAT FLOUR

THE HUNTER MILLING CO. WELLINGTON, KANSAS





ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

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Chocolate Fudge Pie

Will you please give me a formula for chocolate fudge pie? I would very much appreciate having such a product for my customers.-H. C., Pa.

Here is a formula for chocolate fudge pie. As you undoubtedly know fudge pie is very sweet and rich. It has been my experience that small portions of this type of pie should he served.

CHOCOLATE FUDGE PIE

Boil to 242° F.:

1 lb. 8 oz. granulated sugar

8 oz. butter

% oz. salt 8 oz. water

1/8 oz. cream of tartar

Cream together, add the hot syrup and mix until smooth:

5 lb. powdered sugar 1 lb. 4 oz. shortening

6 oz. milk

Stir in and mix to the desired consistency:

6 oz. milk (variable)

12 oz. melted bitter chocolate

Vanilla to suit

Spread about a one half inch thickness of the above fudge in baked pie shells. Allow to cool. Cover with whipped cream.

Note: Sometimes chopped pecans or walnuts are mixed in the fudge before it is placed in the pie shells.

Blondies

I have sent separately a product for which I would like to have the formula. Please give me the method used also.-G. R., Hawaii.

Because the sample you sent was so extremely small it was quite difficult to determine exactly what formula was used in making this product. However, here is a formula that you may wish to try. I am sure that it will be quite similar to the sample you sent.

BLONDIES

Mix together on low speed for 2 min.:

7 lb. 8 oz. brown sugar

3 lb. shortening 1½ oz. salt

½ oz. baking powder 3 lb. eggs

12 oz. milk 4 lb. 8 oz. cake flour

4 to 6 lb. fine chopped pitted

dates Vanilla to suit

Then add and mix in:

4 to 6 lb. chopped pecans
Deposit into three greased bun
pans. Bake at about 370° F. When
baked and cooled, cut into squares

Marshmallow

Would you kindly provide a formula for the best type of marshmallow for filling cream horns?

Below are two recipes-formulas for making marshmallows. These formulas are in constant use by bakers. Formula No. 2 makes a somewhat firmer marshmallow, which some bakers prefer.—D. L. B., Ind.

MARSHMALLOW (NO. 1)

Dissolve:

2¼ oz. gelatine in 10 oz. cold water

Heat this to about 140° F.

Then add and beat, until stiff, on

high speed:

12 oz. powdered sugar 1 lb. 10 oz. corn syrup

3 lb. 12 oz. invert syrup

10 oz. water

Then add: Vanilla to suit

GOOD MARSHMALLOW (NO. 2)

Dissolve:

11/2 oz. gelatine in

13 oz. cold water

Scale in a mixing bowl:

1 lb. 8 oz. powdered sugar 1 lb. 8 oz. whites

3 lb. invert syrup

Vanilla to suit

Color if desired Heat the gelatine and water to 140° F. Add to the powdered sugar, etc. Beat the whole mass until the desired consistency is obtained.

Note: Use about a 30 qt. bowl.

Corn Bread

We are very much interested in a formula for an old fashioned corn light bread. If you have one we would appreciate your printing it. - Mrs. K.K., Tenn.

Here are two formulas for old fashioned corn light bread which you requested. If you should desire a variety somewhat different from these two products, please send me a sample or more complete description of the product you want and I shall endeavor to supply you with the formula.

CORN BREAD

Sift together: 3 lb. flour

5 oz. baking powder

1 oz. salt

1 lb. 4 oz. sugar

Add:

5 lb. corn meal

Then mix together:

2 lb. 8 oz. whole eggs 6 lb. 8 oz. milk

Add this to the above mixture.

Then mix in:

2 lb. 4 oz. melted shortening Bake in greased shallow pans at about 425° F. This mixture may be baked in greased muffin pans if de-

sired. OLD FASHIONED SOUTHERN CORN BREAD

10 lb. white corn meal, 10 lb. hot water

6 lb. cold water

1 lb. 10 oz. shortening

1 pt. eggs 1 lb. milk solids (non-fat)

2⅓ oz. salt

5 oz. baking powder

Method: Put the cornmeal into the mixer, begin mixing, then pour in the water and shortening and mix until smooth. The purpose of putting in the hot water is to cause the meal to swell to a greater degree. This makes the cornbread taste better and also helps it keep longer. After the mass has cooled, add the milk, cold water, salt, eggs and baking powder and mix to a medium soft batter. It may be baked either in sheets and later cut into squares or in greased and well heated muffin pans. When made in the small units the bread is more moist in the center and more attractive to the palate. BREAD IS THE STAFF OF LIFE-

Americans Will Spend \$68 Billion on Food This year, Grocer Says

NEW YORK—The American public is on its way to spending a record-breaking \$68 billion for food this year, Paul S. Willis, president of the Grocery Manufacturers of America, said in an address at the 47th annual convention of the Grocery Manufacturers organization at the Waldorf-Astoria Hotel.

The grocery industry leader said the food and grocery business has enjoyed tremendous growth since the pre-war period. Consumer expendi-tures for food have risen from \$16 billion in 1939 to \$641/2 billion in 1954.

"The amazing thing about this growth record is that our sales have far exceeded anything which could have been forecast on the basis of the increase in population and income," Mr. Willis said.

"In the old days," he continued, "the percentage of disposable income spent for food declined when income rose, but that old rule has been reversed."

Mr. Willis said the American people are spending an average of 25% of their personal disposable income for food now, as against 23% in 1935-39. 'For this, they are receiving a basket of groceries which is nearly 50% improved in terms of quantity, quality, packaging and conveni-ence," he pointed out.

Got a Problem?

Use this coupon	to tell your tr	oubles to A. J. Va	nder Voort, n	ationally k	cnown pro	duc-
tion authority,	head of the	Dunwoody Bak	ing School,	technical	editor of	The
American Baker to you:	. He will an	wer and analyze	production	problems	without	cost

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

The American Baker, P.O. Box 67, Minneapolis 1, Minnesota



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

FOOD RESEARCH GRANTS-During the four academic years ending in August, 1955, gifts and grants approximating \$750,000 were made available in the Food Research Institute in furtherance of current and future activities. The Rockefeller Foundation in December 1953 made a capital grant of \$500,000 to ford University in support of the institute's general program. A major terminal grant of \$150,000 was re-ceived in October, 1953, from Car-negie Corp. of New York in support of a research project on economic development of Africa south of the Sahara, with particular reference to agriculture and its potential. Other terminal grants supporting specific research projects or the training of students were received from the Rockefeller Foundation, General Mills, Inc., the Chicago Board of Trade and the Blanche and Frank Wolf Foundation, Inc.

• The Orientation of Research—The institute's general terms of reference

"research in the production, distribution, and consumption of food"— permit a wide range of choice for individual or group inquiry. The re-search program, as described by Merrill K. Bennett, the director, is organized not as a set of mutually exclusive projects to which staff mem-bers are assigned, but as a flexible selection of subjects reflecting interchange of staff opinion and the in-terests of individuals. With the passage of time, emphasis in research shifts in response to gradual narrowing of the limits of uncharted terrain, to changes in personnel and in the interests of maturing research shifts in response to gradual narrowing of the limits of uncharted terrain, to changes in personnel and in the interests of maturing researchers, to fluctuating external circumstances that cause men's minds to focus now on one group of problems, now on another.

Such changing emphasis is illustrated by the discontinuance in 1944 of an early-established series of publications, "Wheat Studies," which had for 20 years appeared in annual volumes, each comprising 10 (eventually 6) monographs. Within the past two years it is exemplified by consolida-tion, with some expansion of scope of four series into two: the fats and oils studies (1928-40), the grain economics series (1932-49), the warpeace pamphlets (1942-51) and the commodity economics and agricultural of the commodity is a series of the commodity of tural policy, and studies in tropical development, each designed to accommodate both books and pamphlets.

Concern with tropical regions and with problems of economic develophas been growing, Dr. Bennett says. These interests have led to the African investigations and to a comparative study of economic development since 1900 on selected sugarexporting islands, especially Hawaii and the West Indies. Research findings on these topics will be presented in the second of the new series of publications recently inaugurated.

Conversely, research emphasis upon the food and agricultural economies of the Soviet Union and of Asiatic regions has tended to diminish, these areas of the world having come to attract much research effort in other institutions. Again, the war stimulated inauguration of a series of tudies on food, agriculture and World War II, launched with the aid of a grant from the Rockefeller Foundation in 1946; of the 20 or more volumes contemplated, to which scholars in other institutions have agreed to contribute, 11 have been published or are in press. This series, curcumscribed in character as com-modity analyses are not, will be finalized in due course. On the other hand, the long-established series of miscelpublications, and also the contributions to the journals, professional and nonprofessional, will presumably continue to reflect the di-



John A. Silva, Jr.

RESIGNS-John A. Silva, Jr., for the past eight years a staff member of the bakery division of the American Dry Milk Institute, Inc., Chicago, Ill., is no longer associated with the institute effective Nov. 1, 1955. For the past five years Mr. Silva has resided in New York and served bakers on the Eastern Seaboard from Maine to Florida. For approximately one year of that period he was on leave of absence from the institute to go to Chile on behalf of the United Nations to establish a baking school and pilot bakery in that country. Mr. Silva was with Pillsbury Mills, Inc., in many sections of the country, and still earlier he was with the international division of Standard Brands, Inc., for whom he worked with bakers in Central and South America. With his entire background in bakery production it is expected he will continue in this field although his future activity has not yet been deversity of staff interests and activi-

The Food Research Institute is a group of co-operative scholars engaged in basic research on economic aspects of food. Organized as a department in Stanford University, the institute enjoys the special oppor-tunities and freedoms associated with location on a private campus. Within the broad field of food production, distribution and consumption, staff members are free to explore the research topics closest to their individual interests, and have full control over substance and form of final pub-

"The approach," it is explained in the institute's report for 1954 and 1955, "is chieflly through studies of specific commodities. Commodities are tangible and lend themselves well to exhaustive analytical research of quantitative type. Commodities have a remote past, an important present, and an indefinitely long life in the future. Their definitions, origins, prices, markets, flow in trade, and disappearance into consumption are or may become accurately traceable. Food cannot be understood without prior knowledge of the commodities of which food is composed. Understanding of the behavior of one commodity leads to understanding of the others. Attention is directed strongly toward discovery of persisting tend-encies in commodity behavior—to tides, trends, and cycles more than to waves and short-term fluctuations, to decades and years rather than to months and weeks. Since the behavior of most foodstuffs within the nation cannot be fully understood except within a world framework, the institute heavily emphasizes the interna-tional aspects of food problems."

EASY-AS-PIE PIZZA - Italian pizza pies can be made right at home with the new pizza shells now available in food stores. Prebaked shells over 9 in. in diameter are wrapped in Avisco cellophane packages, which keep them fresh and ready to use. Instructions for preparation are given right on the bag.

. . .

-BREAD IS THE STAFF OF LIFE

Rocky Mountain Bakers Set 1956 Meeting Dates

DENVER-The 1956 convention of the Rocky Mountain Bakers Assn. will be held at the Stanley Hotel, Estes Park, Colo., June 10-12.

Officers of the association are Eddie Gonzelas, Sr., Miller Super Market's Hi-Q Bakery, president; Richard Knight, Macklem Baking Co., first vice president; Andrew Keleher, Bender's Bakery, second vice president, and Fred Linsenmaier, Linsenmaier Bakery Service, secretary-treasurer. All are of Denver. Mr. Knight has been named convention program committee chairman, with C. J. Downing. Old Homstead Bread Co., Denver, co-

FORMULAS

(Continued from page 19)

whole candied or maraschino cherry in the center of the sliced pineapple. Then wash the top with the apricot glaze given with the pineapple upside down cake, formula No. 1. Use the glaze while hot.

Note: Bake the sheets on paperlined pans. Do not overbake. Have the pineapple slices thoroughly drained. Use pineapple that has been packed in sugar syrup.

PINEAPPLE CHIFFON PIES

Bring to a boil and cook for 3 min.:

- 1 No. 10 can crushed pineapple 1 lb. 12 oz. granulated sugar
- 1 oz. salt.
- 3 oz. stabilizer

Grated rind of 3 oranges
Mix together, add and stir in until

- 8 oz. cornstarch
- 1 lb. water
- Then beat together until stiff: 2 lb. egg whites

2 lb. granulated sugar
When stiff, stir the cooked pineapple in carefully with a wire whip.
Fill into baked shells. Allow the filling to cool and then if desired, cover the tops with meringue. Bake until a golden brown color is obtained.

PINEAPPLE UPSIDE DOWN CAKES (NO. 1)

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Glaze Formula (for Pan Lining)

Cream light:

- 1 lb. 4 oz. shortening
- 1 lb. 4 oz. butter 5 lb. granulated sugar
- 1 lb. 8 oz. brown sugar
- 8 oz. flour
- 2 oz. salt
- Add:
- 1 pt. honey
- Then mix in:

1 lb. water

Grease the layer cake pans thoroughly and cover the bottoms with the above glaze. Drain the syrup from the canned pineapple slices and place them on the glaze in the pans. Place candied cherries in the center of the slices. Sprinkle whole pecans between the slices.

Note: Use pineapple slices that have been packed in sugar syrup for best results

Cake Dough

Cream together:

- 3 lb. 4 oz. sugar 1 lb. 12 oz. shortening
- 1 oz. salt
- Vanilla to suit
 Add gradually:
- 1 lb. whole eggs
- 1 lb. volks
- Stir in:
- 2 lb. milk

Sift together and mix in until smooth: 3 lb. 8 oz. cake flour

1% oz. baking powder

Fill the pans with the desired amount of dough. Bake at about 370° F. As soon as the cakes are baked, turn them over and remove the pans. If the pans are not re-moved immediately, sticking is apt to result. After the cakes are cool, brush a thin apricot glaze over them. This improves the appearance of the

Apricot Glaze

Boil to 228° F. one No. 10 can of apricots (which have been rubbed through a sieve).
6 lb. granulated sugar

1/2 oz. salt

This glaze should be used while hot so that it will flow readily.



SOUTHWEST DELIVERY—The company's first bulk flour trailer to serve bakeries in the Southwest has been introduced in the Dallas area by the Russell-Miller Milling Co. The Fruehauf truck has a capacity of 400 sacks. Russell-Miller's terminal mills at Dallas, Buffalo and Alton now have complete facilities for bulk flour loading of both trucks and rail freight cars. In the picture, left to right, are R. S. Hjelmseth, vice president and Dallas manager of Russell-Miller; James Peoples, general manager of American Bakeries Co., Fort Worth; F. J. McGuigan, divisional auditor; Marvin Adams, production supervisor; C. T. Madely, engineering department, Chicago; Joseph Robinson, sales manager, Fort Worth, and Paul Rouse, engineering department, Chicago, all of American Bakeries (first to receive flour from the new truck); and William Wohkittel, mill superintendent; Don DeForest, packing and loading superintendent, and Dean Weber, chief chemist, all of Russell-Miller.

NEW ENGLAND BAKERS ASSN. MEETS

(Continued from page 17)

salesmanship was offered by Dorothy H. MacKenzie, MacKenzie's Dairy, Keene, N.H., and president of the New England Branch, National Assn. of Retail Ice Cream Manufacturers, and Wallace G. Strathern, director of training, Eastern Gas & Fuel Associates, Boston, Mass.

These speakers called for enthusiasm and imagination in selling, with need for more imagination by bakers in creating a greater variety of products. They also outlined the personality requisites of a successful salesman noting that "successful selling of ideas is so simple it is not obvious to most persons."

Victor E. Marx, secretary of the American Society of Bakery Engineers, Chicago, appeared briefly on the program. He advised the New England bakers that the annual ASBE convention, scheduled for March 5-8, would stress frozen baked goods and the brew fermentation process. He asked for fruit cake samples to display at the convention.

Other speakers appearing on the program included Fred Smith, consultant for the Gruen Watch Co., Cincinnati; William J. Bird, managing director of the Greater Boston Chamber of Commerce, and George M. Rideout, vice president of Babson's Reports, Inc., Wellesley, Mass. The latter speaker stated that 1955 would go down in the records as the "best business year yet," and that 1956 would be the second best year on record. He predicted a slight decline for the first half of the new year with a recovery the second half and the over-all business about 5% under 1955.

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Chairmen of the individual sessions were: William J. Meade, secretary of the Master Bakers Assn. of Greater Boston, and Boston division manager for National Yeast Corp., Jamaica Plain, Mass.; George L. Clarke, vice president, Allied Division NEBA, F. W. Stock & Sons, Inc., Boston; Elmer G. Trautman, vice president, Bakers Educational Group of New England, Hathaway Bakeries, Inc., Brighton, Mass.; Joseph E. Boyle, Boyle & Co., Boston; William F. Goodale, Jr., president of NEBA, Berwick Cake Co., Roxbury, Mass., and E. C. Johnson, H. A. Johnson Co., Boston.

On the social side, the convention featured the annual cocktail party and reception followed by a banquet,

entertainment and dancing the evening of Nov. 14.

Officers Reelected

William F. Goodale, Jr., was reelected president of NEBA and Frank J. Mack, Mack Baking Co., Bangor, Maine, was reelected vice president. George L. Clark is Allied vice president; Herbert J. Schinkel, Standard Brands, Inc., Boston, is treasurer; Robert E. Sullivan, Boston, is executive secretary, and James W. Mackey, Boston, is assistant executive secretary.

-BREAD IS THE STAFF OF LIFE-

Eckhart Milling Co. Makes Name Change

CHICAGO—T. R. Coyne, president of the Eckhart Milling Co., Chicago, has announced a change in the company's name and a new appointment to the board of directors.

Mr. Coyne says that the annual meeting of stockholders decided that the name in the future will be the Eckhart Milling Co. instead of the former B. A. Eckhart Milling Co. The corporate structure is unchanged.

The new director is William G. Catron, Jr., a vice president of the company. He succeeds Frank A. Kucera who has retired.



W. G. Catron, Jr.

BREW FERMENT PROCESS EXPLORED

(Continued from page 20)

for all indications are that good distribution is obtained.

Same-Product Usage

If production is of such a nature that the same kind of product or a very similar one is to be made out of one or more large' brews, commercial experience has proved that many materials normally added on the dough side can be added to the brew when fermentation is complete, and can be held or stored as part of the brew until ready for use. If you recall the brew as originally shown in Formula No. 1 was set up for 3,500 lb. flour. If we wished to make seven doughs each based upon 500 lbs. of flour using this ferment we could add all of the dough materials except the flour, dough, water, sugar, and shortening and thereby conserve time as these materials would be scaled at one time instead of seven. In some instances full containers could be used which would again lessen unneeded scaling. (See Formula No. 4.)

FORMULA NO. 4

From Formula No. 1:

1,575 lb. water, 52½ lb. yeast, 43¾ lb. salt, required enrichment — Fermented brew contents.

Add:

52½ lb. yeast

35 lb. salt

17½ lb. yeast food

105 to 210 lb. non-fat dry milk solids

Normal usage 7 doughs mold inhibitor.

Normal usage 7 doughs dough conditioner.

Again for all practical purposes the amounts of water, yeast, salt and required enrichment remain in the fermented brew in approximately the same quantities as they were originally introduced into the tank. Now to this amount of fermented brew we will add the dough materials for seven doughs at increased agitation on the same basis as shown in Formula No. 2 (white bread). These materials will soon be dissolved and it usually follows that in this method the agitation must be greater to keep all these materials in suspension. In a commercial installation if this agitation stops and the materials settle out it is impossible to get them back into solution, for their combination is of such a nature that they will form a deposit that is very hard and insoluble.

This combination of brew and other materials can be used at once, held at room temperature for about 24 hours, or cooled down and held until ready for use. When it is time to remix, 1/7 of the brew and material in suspension is then either weighed measured by volume, or metered into the mixer and the balance of the materials added.

FORMULA NO. 5

1/7 of the brew mixture (Formula No. 4)
500 lb. flour
120 lb. water (variable)
30-40 lb. sugar
10-15 lb. shortening

In Formula No. 5, it is necessary to revert to the fraction 1/7 instead of a calculated weight because of the variable amounts of ingredients indicated. If a known formula or presently used formula is converted to the brew method, a specific weight of brew mixture would be indicated. Again mixing time, dough temperature, and floor time would be similar to those shown in Formula No. 2 and likewise governed by local conditions.

Those who have done work in this procedure feel that mixing time is shortened because of the already

suspended state in which the bulk of materials exist. No doubt if larger brews were being used other than the one illustrated considerable effort could be saved in scaling. Materials could be introduced into the brew tank by mechanical means, which could include a sifting device. Also it would be possible to use materials from their original containers without the necessity of scaling.

Selection of Equipment

If one is anticipating doing work with the brew method a very careful selection of equipment is a prime requisite. All surfaces, piping, meters, pumps, tanks or whatever equipment is decided upon should be of a non-corrosive nature.

Stainless-steel and plastic tubing is made use of wherever the brew comes in contact. Considerable havoc has been wrought because the equipment used was not of this nature. Not only have ingredients been lost but work on ferments has been either stopped or delayed because of corrosion which caused very poor results.

caused very poor results.

The number of people who can weld or form stainless steel is limited and this is a further reason to be careful in planning and selecting equipment to be used. A friend of mine who has done considerable work with the brew method related this incident: A brew of 2,800 gal. had been set, and when it was about time for the brew to be ready he went to see how things were going. Imagine his surprise when upon looking into the tank he found it to be empty. The entire brew had run off into the drain through the jacket. Upon inspection, the cause of this leak was traced to a poor weld. The brew corroded not only the weld but the metal next to it.

The same caution applies to the sanitary aspects of this method. All equipment should be of such nature so that it can easily be cleaned either in place or by dismantling. All cleaning should be done with free chlorine solutions, and thorough rinsing and rerinsing with clear water is imperative. Again considerable effort, time and material have been lost because these precautions were not followed and work on this method discontinued because it was too much of an effort to follow exacting sanitary requisites.

Chattanooga Baking Company Organized

BREAD IS THE STAFF OF

CHATTANOOGA, TENN.—Riverside Bakeries, Inc., has been organized here by H. L. McCrory and others. Mr. McCrory will be president of the new firm.

A new plant and equipment on Riverside Drive will represent an investment of about \$350,000, Mr. Mc-Crory said.

The plant will have a capacity of 3,500 loaves of bread an hour in full operation. Total floor space will be about 20,000 sq. ft.

67 Study at Dunwoody

MINNEAPOLIS — The Dunwoody Baking School, Dunwoody Industrial Institute, Minneapolis, reopened for its fall classes with an enrollment of 67 men from 19 states, Jamaica, Canada and Hawaii. Openings will be available every four weeks, officials said.

Bakery Merchandising

3-Point Program of Colorado Bakery Accounts for Steady Sales Increase

Vic's Bakery, Grand Junction, Colo., operated by Victory Colony, has adopted a three-point improvement program which has accounted for a steady increase in sales volume. Extensive use of refrigeration is made to assure a plentiful supply of baked goods to keep pace with increasing numbers of shoppers being brought to the community by the current uranium boom.

Details of the three-point program were outlined in a recent issue of Air Conditioning & Refrigeration News, which stated in its article that Grand Junction's population was expanding at the rate of 45 to 60 a month.

Following is an excerpt from the magazine's article about Vic's Bakery.

Victor Colony, operator of the concern, established two branch stores in Grand Junction supermarkets to ease the extremely serious parking problem. In addition, he invested \$10,000 in a complete remodeling of the main plant to boost efficiency of the five bakers and improve customer service.

Situation Analyzed

When the first multi-million-dollar atomic ore strikes were made three years ago, veteran baker Colony was wise enough to pull up in stride and analyze the situation.

This was no "flash in the pan," he told himself, inasmuch as it was certain that the government, the defense department, and later on, in-

dustry would absorb all of the fissionable material which the rich Colorado plateau could produce.

"In other words, I felt that the uranium boom was only the beginning," the baker said, "and that the wisest step we could take would be to rearrange our operations to fit."

This was not easy, due to the fact that Vic's Bakery could not expand physically in its downtown location and the fact that Mr. Colony was unwilling to give up the main street corner.

But since that time, with the horde of prospectors, allied workers, and government employees filling up every nook and cranny of the Grand Junction area, Mr. Colony has completed his three-part program.

Step number one—setting up the two branches in supermarkets—was relatively simple.

Having established a high standard of quality over 18 years of retail baking in the community, Mr. Colony had no difficulty in "selling himself" to the management of local supermarkets—and in this way, capitalizing indirectly upon their excellent parking facilities.

With one branch store located only a block from the main bakery and another less than a half a mile away in the suburbs, it is possible for the bakery to service its units swiftly and economically

Inasmuch as Grand Junction's downtown streets are crammed with jeeps, rebuilt ambulances, and coredrilling rigs, as well as standard passenger automobiles, finding a place to park to shop in the bakery is difficult. The branch setup alleviates this problem

Remodeling

Under step No. 2—remodeling the main plant—Mr. Colony has created what is certainly one of the West's most unusual retail bakery arrangements.

Recognizing the likelihood of spurts of business and the steady increase in the number of customers to be expected, he "opened up" the bakery completely. The partition which separated the bake shop from the retail store has been removed so that the bake shop itself is "on display."

To lend eye appeal, Mr. Colony arranged for all wall surfaces to be tiled in plastic, a glossy tile floor, and complete refinishing of all fixtures and equipment visible to the public.

Each customer can watch baking operations being carried out andwhen salespeople are tied up with customers any of the five bakers on duty can "step in." This has eliminated walk outs and ill-will.

Also, the clerks like the arrangement because they save steps in going back for hot bread and rolls (Each day, from 10 o'clock till noon, the bakery advertises hot bread right from the oven).

Business offices are on a mezzanine balcony suspended above the counter. The space below, all the way to the rear of the bakery, is completely

This remodeling took place a year

In-and-Outer

Another in the door poster series offered to the baking industry by Chapman & Smith Co., Melrose Park, Ill., is shown at the right—this one sells doughnuts and courtesy with the invitation to enter. On leaving, the customer will see the reverse side, which reads, "Thank you! Come in again soon!"



ago. At the same time, step No. 3 was taken. This was application of low temperature refrigeration to baking—a process which Mr. Colony had not been able to exploit to its fullest in the past.

He purchased a \$2,300 sub-zero reach-in refrigerator which stands, in full view, along the wall of the sales section. He spent a similar amount for a 10 by 10-ft. walk-in refrigerator which was installed in the basement.

The two refrigerators permit Vio's Bakery to maintain a stock of up to 350 frozen cakes, for example, and to meet practically any request which is likely to be made.

"We actually got into the refrigeration fold through an unusual event," Mr. Colony said.

"Eight years ago, when a new supermarket opened in Grand Junction, the management asked whether we could produce 2,000 cakes to be given away to customers. I immediately pointed out that a lot of the cakes would grow stale before they could be given away.

"The supermarket manager suggested that we place them in his big refrigerator, which seemed to solve the problem. I hadn't known that the box was a sub-zero model and was amazed at the quality of more than 1,500 cakes which were frozen and given away over a period of several days. That convinced me and we have been using refrigeration on a small scale ever since."

Now, with a new retarder, fruit box, and a standby refrigerator, in addition to the two low temperature models, Vic's Bakery is in excellent shape to meet any sort of demand. To date, refrigeration has been applied primarily to cakes, pastries, stollens, and sweet rolls, but many experiments are planned for the future.

To bring new families into the shop, Mr. Colony has instituted an unusual goodwill-building stunt.

"Welcome breakfasts" are staged in cooperation with a commercial welcoming service, offering new families in Grand Junction an opportunity to meet over a tasty breakfast in a downtown hall and get to know each other and the merchants who serve them.

For each such event, Vic's provides from eight to 15 dozen doughnuts with the bakery's compliments. This friendly gesture has proven very effective.

After sales increases of 10% in 1953 and 20% in 1954, Mr. Colony is now enjoying a volume of better than \$100,000 a year.

Business Promotion Calendar, Planning Aids Published

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"Special Days, Weeks and Months in 1956"—a 48-page booklet listing over 300 business promotion events, legal holidays and religious observances—has just been published by the Chamber of Commerce of the United States.

Prepared especially for businessmen, "Special Days, Weeks and Months" enables retailers, wholesalers, manufacturers, advertising agencies, newspapers, radio and TV stations to tie in their promotion plans with national celebrations. It includes both a chronological list of events and an alphabetical list showing purpose of each event and name and address of its sponsor.

The booklet formerly was published by the U.S. Department of Commerce. Beginning with the 1954 edition, publication was assumed by the National Chamber at the Department's request.

As a companion piece, the chamber has also released a new "Trade Promotion Planning Calendar." This is an 8½ by 11 in., 26-page spiral-bound book of large b'ock calendars that includes a chronological listing of special days and weeks in each month.

"Special Days, Weeks and Months" sets forth well-established holidays such as Christmas and Independence Day; many civic observances like Arbor Day, and a host of business promotions such as Better Breakfast Month, National Picnic Month and National Sandwich Month.

"Special Days, Weeks and Months in 1956" and "Trade Promotion Planning Calendar" are available for 50¢ per copy from the Domestic Distribution Department, Chamber of Commerce of the United States, 1615 H St., Washington 6, D.C.



DISPLAY — The display division of Gibraltar Corrugated Paper Co., Inc., created and produced this corrugated floor stand for the Quality Bakers' of America Co-op., Inc. The merchandiser was used as a point-of-purchase device during a recent Sunbeam Bread promotion and suggested the use of related items to the consumer. The display and copy panel were reproduced by printing high gloss red and blue inks on snow white corrugated board.

Packaging Group Sees Trend to Self-Service in Retail Bakeries

Pre-packaged "heat-and-eat" meals may indicate a trend that will make the retail bakery a one-stop conveni-ence store where Mrs. Consumer can plan and buy her entire dinner meat, vegetables, dessert and beverage.

The suspected trend was recently evealed in a National Cash Register Co. survey which indicates that as the retail bakeshop takes up self-service operation it rapidly becomes a modern convenience store designed for one-stop shopping.

"Simultaneous developments in the retail baking industry, packaging and self-service are the major factors in this trend," said Merri'll Maughan, bakery packaging group director of the Folding Paper Box Assn., Chi-cago. "Housewives like the unique variety, freshness, eye-appeal, tex-ture and flavor of bakery shop products. In addition, the sparkle and glamour of the modern bakeshop give it a magnetic, consumer-appealing personality.

As a result, Mr. Maughan says, the retail bakery industry has grown from 17,000 stores in 1939 to its present 21,000 stores. During that same period, annual sales have soared from \$169 million to an expected record of over one billion this year.

In order to accommodate the peakhour shopper traffic now encountered by many bakery shops, clerk service is being abandoned for self-service, Mr. Maughan says. "Self-service enables some shops to hand'e as much as 50% more customer traffic at less overhead expense than required by the traditional clerk-service op-eration."

"But because self-service provides greater promotional and display op-portunities, retailers are now featuring attractive cartons of pre-cooked dinners as well as the usual bakery products, milk and ice cream. Beef stew, goulash, macaroni cas-serole, Harvard beets and cole slaw," Mr. Maughan reports, "are just a few of the items that the housewife can now buy in many retail bakery

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"The packages are all designed for self-service. All the housewife need do is browse through the display shelves until she discovers a pre-cooked meal that strikes her fancy. And just a few steps away is every type of pastry, layer cake, pie and cooky, waiting to be selected for Mrs. Consumer's dessert. All are well protected and easily viewed in eye-

merry Christmas

POSTER-A multi-colored poster carrying Christmas greetings to customers and consumers throughout the country is being distributed by Chapman & Smith Co., Melrose Park, Ill. Printed in deep green and red, the poster can be used as window or interior decoration.

catching, sanitary, paper cartons with

cellophane windows.
"Some housewives have already dis-"Some housewives have already dis-covered the exciting convenience of these new bakery stores. Others will have to wait a few years until more bakeries across the nation make the transition. But," Mr. Maughan con-cludes, "the trend to one-stop, self-service bakeries is definitely coming in strong."

Breakfast-at-Work

The idea is getting around that "breakfast, nutritionally speaking, is the most important meal of the day," according to an item in the Pennsylvania Baking Association's bulletin, which tells how one Philadelphia bakery gets across the idea to its driver-salesmen. driver-salesmen.

The bulletin states that the Philadelphia bakery has it driver-sales-men sit down and eat a complete breakfast before the men start to

Having sold themselves on the practicality of the idea, the bakery's sales executives should not have much trouble making customers out of other employers, relates the bulle-tin. In fact many plants now have cafeterias to foster the breakfast-atwork trend.

Telephone Relations

CLIFTON, N.J.—The Nov. 17 reg-ular month'y meeting of the New Jersey Division No. 9 of the Allied Trades of the Baking Industry was held here at the Robin Hood Inn.

The dinner meeting program in-cluded presentation of a Bell Tele-

phone Co. film illustrating effects of telephone calls on public relations. Members were informed that a Christmas Party has been planned for the next meeting on Dec. 8. Elton S. Vineburg, Joe Lowe Corp., division president, conducted the meeting with the assistance of Martin N. Cullen, General Mills, Inc. E. G. Tyrrell, T. & W. Ice Cream Co., acted as secretary. Chairman of the program committee is Miss Ann Bernhard.

Two-Slice Sampler **Ups Consumer Demand**

Jones Bros. Bakery, Inc., Greensboro, N.C., has announced a plan to build consumer demand for its bread by distributing free 2-slice samples, packaged in an attractive new printed cellophane bag at fairs, picnics and festivals. A picture of the loaf as it appears on retail counters is reproduced on the sample package in the four distinctive colors: red, white, blue and orange.

New Wrapper

Fisher Baking Co., Salt Lake City, will launch a new wrapper and advertising campaign for their Famlee Bread product, Don Fisher, president of the company has announced.

The announcement came after a meeting for over 80 employees and guests in the Hotel Utah in Salt Lake City.

The new wrapper features ' food" pictures on it and ties in with the baking firm's new advertising theme: "Perfect Partners . . . Your Good Food and Famlee Bread."

First Aid

We're a larger wholesale bakery specializing mainly in white bread. We stress quality, flavor, nutrition, toast, sandwiches—the works. want a new theme to use to spur local interest—P. B., Kansas.

Try the theme with photos and copy showing the step-by-step process in your plant for "This Is the Way We Bake Our Bread." be done on installments, one or two photos at a time. The last photo This can ourse show a happy child or family enjoying the plain pleasure of imment . . . with a "From Us to You." You'll show the "why" of and invite local folks into your bakery. This material can be a gain for education and for selling to conventions, restaurants, better used again home economics classes, and the like.

We'd like to run a Christmas drawing for traffic during this season. Send us one that has been proven in other bakeries.—S. A., N.C.

A large plastic Santa's bag filled with wrapped boxes drawing operated similiar to the popular treasure chest plan has been used with success. Each box is numbered—the number corresponds with a prize. The customer draws a number from a box (not all numbers in the box warrant a gift). If the number is one of those in Santa's bag, the customer receives the gift on the spot. Gifts such as toasters, electric shavers, are displayed around Santa's bag.

We want to promote fruit cake in newspaper ads. What will produce immediate results?-L. N., Illinois.

Stress quality, price, and time-saving during the busy holiday season. Encourage immediate action by using a coupon. When the customer mails the coupon or calls by phone, offer curb service. Deliver the order on the curb. One bakery had school youngsters dressed as Santa's helpers for this curb delivery.

We'd like some window display ideas for the Christmas season .-

Use "A winter wonderland of holiday goodies" theme. A sheet forms the base. Children's toy houses, trees, garages, etc., form the town. Snow gives the winter look. The bakery products for the season will show up with cards for each spot. For instance, at the small church, there's a fruit cake with the card reading "After family worship, enjoy family fellowship with coffee and cake." You can go on from there for a good quick and attention getting window. attention getting window.

We're planning some Christmas season promotions. Will you give us a few working suggestions soon?—T. D., Ohio.

One of the best we've seen was done up by a local printer. It was a small square of paper similiar to a druggist prescription. A small plastic capsule carried the message "Best wishes for a joyous holiday to you and yours from XXXX." The prescription message said "Have this TREATment filled in 30 days—good for one fruit cake." It was mailed to the list of local regular and potential customers and brought good comment and built traffic. Christmas balloons with printed Christmas messages are popular, along with Christmas recordings. Put jingle bells on the doors.

We'd like a contest to run in connection with Halloween—something not too complicated or involved.—P. B., Kansas.

The "Cinderella's pumpkin" theme contest has been used successfully—using a large paper pumpkin coach in your window display. Prizes go to the person guessing the right item or product hidden in the pumpkin. Clues can be posted about the window written in soap. Another popular Halloween contest is an art contest or color contest promoted through local papers with a \$5 or \$10 cash award to the local youngster under 10 years of age. One baker tells us he promoted a window soaping contest, inviting each youngster to try out his talent in soap, with his name, on his huge glass windows. Figured that his windows would be soaped anyway, and he might as well enjoy a little traffic and promotion from it.

This column is a monthly feature for bakers. If you would like help on any of your own advertising problems, or on activities for building good-will and public relations, write The Editor, The American Baker, P.O. Box 67, Minneapolis 1, Minn.

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STILL LIFE—This beautiful still life pictures what is described as one of the coming holiday season's brightest table stars—the angel food "Snow Flake" cake that bakers are promoting to the nation's housewives via Fleischmann window posters. The "Snow Flake" look is achieved by topping a boiled icing with after-dinner mints. The promotion is designed to provide bakers' cakes for home completion.

Fleischmann Plan Helps Bakers Tie Cakes to U.S. Steel's Holiday "Snow Flake" Program

Encouraged by favorable baker reaction to last summer's angel food cake promotion, the Fleischmann division of Standard Brands, Inc., is distributing a brand new plan for the holiday season that features a "Snow Flake" angel food cake and that ties up with the successful "Snow Flake" promotion sponsored each Christmas season by U.S. Steel.

As most Americans know who can see or hear, the U. S. Steel promotion features "Make It a White Christmas" as its theme and a white snow flake as its visual symbol. All during the holiday season, TV (the U. S. Steel Hour), radio, newspapers and magazines are used to sell the idea



LAST STEP—Pictured above is a happy housewife as she reaches the last step in her "Snow Flake" cake topping recipe—the addition of crushed after-dinner mints to a white boiled icing. The plain angel food cake itself came to her from her baker. The "Snow Flake" topping recipe also came from her baker, who got it from his Fleischmann representative.

of buying "white" refrigerators, stoves, et cetera, and electrical appliance dealers from coast to coast help add to the promotion with their own advertising.

Fleischmann's "Angel Food" cake is said to be the baker's opportunity to climb aboard and take a seat in one of the year's outstanding merchandising vehicles

As was the case in last summer's angel food promotion, the idea once again is for Mrs. Housewife to buy a baker's cake and take it home to top it. The "Snow Flake" recipe the housewife will follow when topping her bakery-bought angel food was developed in Standard Brands test kitchens and is basically a white boiled icing sprinkled over with crushed, white, after-dinner mints. Bakers will be supplied with pads of the topping recipes which they can give to purchasers of their plain Angel Food cakes.

A "Snow Flake" Poster

In order to tie up tightly and easily with the U. S. Steel "Snow Flake" promotion, Fleischmann is also distributing to bakers a two-color, 11x14 in. window poster that features a topped "Snow Flake" Angel Food Cake and a photo of famous Mary Kay—the girl who will be seen by millions of housewives, on TV and in the newspapers and magazines, all during December, as U. S. Steel's "Snow Flake" personality. Mary Kay's picture also appears on the printed recipes, along with her statement that—"I had such fun topping my Snow Flake Cake—you will too!"

Publicity Promotion

In order to make certain that "Snow Flake" angel food cake gets plenty of notice while riding on the U. S. Steel band wagon, Fleischmann has launched a special publicity campalgn, almed at women, which will make itself felt during the holi-

day season. Publicity releases promoting "Snow Flake" angel food cakes are being sent to over 200 TV stations, over 200 daily newspapers and over 300 radio stations. Striking color photos of the cake are being sent to all newspapers that run color sections.

It has already been demonstrated that the nation's housewives like the idea of buying a plain baker's Angel Food Cake and topping it at home—if the baker helps sell the idea and supplies an interesting topping recipe, Fleischmann says.

Cherry Institute Releases Quantity Recipe Kit

Under the caption "Magic With Cherries," the National Red Cherry Institute, Chicago, is distributing free to the professional cook a kit containing 10 new cherry recipes on 5½ by 8½-inch punched cards. These recipes have been created to empha-

BAKERY SALES DOWN

WASHINGTON—September, 1955, sales of bakery products in retail establishments were down 7% compared with September, 1954, figures, according to the U.S. Department of Commerce. Dollar volume estimates for September, 1955, were up 3% from the previous month, however. Sales for the first nine months of 1955 were 6% lower than for a similar period in 1954.

size the true cherry flavor and to lend color to many attractive, yet simple dishes in addition to basic pie recipes, the institute says. It is planned that this service will be expanded as new recipes are developed. Free kits are available on request to the National Red Cherry Institute, Department B, 35 E. Wacker Drive, Chicago 1, Ill.



DEMONSTRATIONS—Showing again that demonstrations of the product are effective sales tools for suppliers as well as bakers, the General Mills, Inc., booth at the recent Atlantic City Exposition, shown above, was used to demonstrate the actual production of the new GMI Brown 'n Serve buttermilk baking powder biscuits. In addition, the booth featured a display of other Brown 'n Serve products, the firm's chiffon cake, and a descriptive slide film narrative and demonstration of bulk flour handling.



PINEAPPLE PROMOTION—Above is a reproduction of a full-color counter card which is part of a promotion kit being mailed by the Pineapple Growers Assn. to all wholesale ple bakers and leading retailers. The month of January is scheduled for the association's pineapple promotion, and the kit containing streamers and other aids is expected to make it possible for all interested bakers to the in. The American Baker presents a large variety of formulas containing pineapple beginning on page 18 of this issue.

What is it that DIVIDES time in meal-getting, ADDS food value, MULTIPLIES mealtime enjoyment and SUBTRACTS from grocery bills?

Answer: A loaf of good BREAD.

SLOGAN—The riddle and answer shown above are used by Harold Gingrich, Chicago advertising executive, as a stamp for his letters and other promotional material. It is reported that considerable response has been noted from consumers, where the simplicity and novelty attract better than more involved slogans. It has been suggested that package stuffers and mailing pieces could carry the same message.



FRUIT CAKE GIMMICK—A sales promotion "gimmick" of the Russell-Miller Milling Co. during the recent Atlantic City Exposition was thought by some bakers to make a useful holiday promotion for youngsters' parties—souvenir 5 oz. fruit cakes were baked in individual aluminum cake pans and packaged in window cartons. 5,700 of the cakes were distributed by Russell-Miller under the supervision of B. Frank Morris, vice president of the bakery flour division, during the exposition.



SALES PROMPTERS—A "sales prompter" merchandising program has been introduced by King Midas Flour Mills. Here Ed Sande (left), King Midas sales representative, explains the program to Hunter Jones, Hunter's Plaza Bakery, Minneapolis, and a sales clerk. The kit adopted for the program contains informal display pieces, including one large and four small pieces. They can be used singly or combined in one display, as shown here. New kits are available each month from the company's sales staff. Items being featured are cakes, sweet rolls, cookies, coffee cakes and other baked products.

Mostly Personal ...

John T. Richter, Brechet & Richter Co., Minneapolis, will be married Dec. 10 to Miss Martha Jane Rossman, daughter of Mr. and Mrs. Claude Willard Rossman of Minneapolis. Following the reception the couple will leave for a honeymoon in Nassau, B.W.I.

Louis Marhoefer, president of Bold Baking Corp., Pittsburgh, has been cited by President Theodore Heuss of the Federal Republic of Western Germany, the citation being presented by Dr. Heinz Kreckeler, German ambassador. He was awarded the Officers Cross of the Order of Merit for special and meritorious services in advancing the cultural relations and promotion of German-American friendship. Mr. Marhoefer is chairman of the German Room at the University of Pittsburgh.

Several top baking and milling industry representatives took part in Grocery Manufacturers of America's 47th annual convention, held Nov. 16-18 in New York City. Paul S. Gerot, president of Pillsbury Mills. Inc., was chairman at the Nov. 17 luncheon. Chairman at the forenoon session on Nov. 18 was Walter B. Barry, vice president, General Mills. Inc. Lee S. Bickmore, vice president of National Biscuit Co., served as afternoon chairman on Nov. 16. The GMA executive panel on Nov. 18 included George Coppers, president. National Biscuit Co., and R. Newton Laughlin, president of Continental Baking Co., Inc.

Martin N. Cullen, General Mills. Inc., territorial salesman, has been elected vice president, Allied Trades of the Baking Industry, New Jersey Division 9.

Mrs. Margaret Rudkin, president of Pepperidge Farms, Inc., recently received an award to Industry from the Women's National Institute in New York City. The bakery head, who started her unique career in 1937 on a Norwalk, Conn., farm, was honored for her "business success in an area of special interest to women."

Christian V. Egekvist, executive vice president of Egekvist Bakeries, Inc., Minneapolis, has been elected a director of the Fourth Northwestern Bank of Minneapolis.

George H. Coopers, president, National Biscuit Co., has been named chairman of the law special gifts committee for the Fordham University law school. The school is in the process of raising \$1 million for a new law building.

Paul R. Kaiser, president of Tasty Baking Co., Philadelphia, was recently elected to the board of directors of the Greater Philadelphia Chamber of Commerce.

Mr. and Mrs. Charles Ivan Munroe have announced the engagement of their daughter, Miss Betty Ann Munroe, to First Lt. Benson Leeroy Skelton, Jr., U.S.A.F., son of Mr. and Mrs. Benson Leeroy Skelton, Atlanta, Ga., formerly of Tallahassee, Fla., secretary of Southern Bakers Assn. Miss Munroe received a bachelor of science degree in social welfare in June from Florida State University. Lt. Skelton graduated cum laude

from the Florida State University in 1953, with a bachelor of science degree in business administration. He is stationed at Lackland Air Force Base, San Antonio, Texas. The wedding will be held Dec. 10.

Roy Peters, general manager of the Buttercrust Bakeries, Lakeland, Fla., traced the history of baking in a talk to Rotary Club members at Plant City, Fla. He told of the primitive baking methods in the past and the modern electrified plant of today. He pointed out that the sanitary standards in baking are high and in some instances baking has become so mechanical that its products do not come in contact with human hands until the finished product is ready to be loaded on trucks.

Charles E. Everett, sales manager of Van de Kamp's Holland Dutch Bakeries, Los Angeles, has returned from a vacation in the Hawaiian Islands with Mrs. Everett and their son, Carl.

Christian Hauck, president of the old Hauck Bakery Co., St. Louis, left an estate valued at \$295,376, according to an inventory filed in the probate court in St. Louis. He died July 28.

Use of serine as a bacterial inhibitor in bakers' cream-filled products has been patented by Dr. Anthony G. Castellani of the bacteriological laboratory of the American Institute of Baking. Dr. Castellani assigned the patent, Number 2,711,976, to the AIB, which in turn assigned it to the Research Corp. of New York for administration.

Charles J. Wells, who until his retirement a couple of years ago, was manager of the Newark, N.J., plant of the Tastee Bread Co., and Mrs. Wells, have just celebrated their fiftieth wedding anniversary. An anniversary dinner was held by the family at the Suburban Hotel in Summit, N.J., in their honor. They are parents of three sons.

Hugo Ebmeyer, Ebmeyer's Swiss-French Bakery, Montrose, Cal., has been named a parking commissioner by the city of Glendale for the parking facilities to be developed for the business area in which his bakery is located.

DEATHS

Edwin S. Manbeck, founder of the Manbeck Baking Co., Lemoyne, Pa., died Nov. 4. He was 84 years old. Surviving is a son and a sister.

Albert E. Craig, 69, chairman of the board of the Dayton (Ohio) Bread Co., died Nov. 28. Until a year ago he had been president of the bread company. He was a past president and trustee of the Ohio Bakers Assn., governor of the American Bakers Assn. and a member of the Chicago Bakers Club.

Mrs. Lyle Reddick of Grand Rapids, Mich., died recently. Surviving is her husband who is with the Muller Grocers Baking Co., Grand Rapids.



SPRING WHEAT FLOURS

RED WING SPECIAL **BIXOTA** CREAM of WEST PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.

RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water. Flour Tested and Baked in Our Own Laboratory.





ROCHESTER PROMOTION—George S. Pillsbury, vice president of Pillsbury Mills, Inc., Minneapolis (left), and William H. Schonleber, chairman of the Rochester, N.Y., Bake-O-Rama show, right, peek in the oven as Walter G. Bauer of Brooklyn, president of the New York State bakers association, opens door. They were among the more than 4,000 guests at the opening day of a show sponsored by the Rochester Master Bakers Assn. and staged in the Rochester Museum of Arts and Sciences.

USDA Food Research Group Urges Study Of Human Nutrition

WASHINGTON - Intensified studies of the role of animal and vegetable fats in human nutrition and the availability to the body of nutrients from various foods were among the lines of research con-sidered most urgent by the U.S. De-partment of Agriculture's Food and Nutrition Research Advisory Committee.

The committee, meeting in Washington recently generally endorsed the current program and future plans for food and nutrition research by USDA, but strongly urged further expansion of scientific investigations in the field of human nutrition.

This committee, established under the Research and Marketing Act of 1946, meets annually. Its detailed recommendations for USDA food and nutrition research in fiscal year 1958 discussed at this year's meeting, are to be submitted formally to the department within the next few weeks.

Specific areas in which the com-mittee indicated a need for new or expanded work by USDA included the following:

Production Research: Study of insecticide residues on plants and animal products, both from the stand-point of their direct effect on human nutrition and indirect effects through their toxicity to plants and soils.

Investigation of plant sources of vitamin B_{12} , and factors affecting the use of this relatively new vitamin by animals.

Research on the role played by mineral elements in animal nutrition and the relation of mineral nutrition of plants to their content of toxic substances

Utilization Research: Besides the need for expanded work on fats in human nutrition and on the physiological availability of nutrients from foods, the committee saw high priority needs for utilization research in a

number of other fields, including: Study of household food losses, involving collection of weighed records of kitchen and plate discards from selected groups in the population, to determine the extent to which foods

served are actually being consumed.

Analytical studies on food consumption and dietary levels in the U.S.; development of more rapid and reliable methods to measure food palatability; study of dietary factors affecting human requirements for amino acids, the "building blocks" of proteins and research on forming food budgets, based on current nutritional recommendations, food con-

sumption patterns and food prices.

Marketing Research: Research on the control of insects that infest stored agricultural products to prevent wastage and insure the wholesomeness of processed foods, including the development of insect-re-

sistant packaging.
Conducting various studies to aid in preserving the nutritive quality of fruits, vegetables, meat, poultry and eggs in marketing channels.

Development of instruments and objective tests for measuring food-crop quality, and research on the consumption of processed foods and on consumption of milk by school children.

Members of the committee attend-





AGENTS MONSANTO CHEMICAL COMPANY
Inorganic Chemicals Div., 710 N. 12th St., St. Louis I, Mo.

Serving Industry . . . Which Serves Mackind . .





ROSS for ROLLS

We Carry All Sizes New and Used Rolls in Stock

Largest Stock in U. S. A.

7", 9", 10", 12", 15", 18" diameter, in all lengths.

Many sizes in full caliper used chills.

When In Need of Rolls "Rite to Ross"

Mfrs. of: ROSS ROLLERATORS
JET GRAIN STEAMERS

H. D. FLAKING MILLS AIR CONVEYING SYSTEMS

ROSS

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MACHINE AND MILL SUPPLY, INC.
12 N.E. 28th OKLAHOMA CITY 5, OKLA.

ing the meeting were Dr. Merrill K. Bennett, Philadelphia; Dr. Grace A. Goldsmith (chairman), Tulane University, New Orleans; Mrs. Ethel Austin Martin, National Dairy Council, Chicago; Mrs. J. C. Merrill, Trenton, N.Y.; Dr. Day Monroe, Topeka, Kansas; Dr. Herbert E. Robinson, Swift & Co., Chicago; Dr. Pearl P. Swanson (vice chairman), Iowa State College, Ames; Dr. E. Neige Todhunter, University of Alabama, University; Dr. Harold H. Williams, Cornell University, Ithaca, N.Y., and Dr. James R. Wilson, Winnetka, Ill. Robert E. Stevenson of USDA's Agricultural Research Service is executive secretary of the committee.

BREAD IS THE STAFF OF LIFE-

Baking Firm Introduces New Frozen Pie Line

GRAND RAPIDS, MICH.—A new line of frozen, ready-to-bake specialties is making its bow under the label of Muller's, Inc., Grand Rapids. The new frozen line will include four specialty breads; seven different fancy frozen fruit pies in 8-in. family size; five kinds of pies in 4-in. individual size; seven kinds of 9-in. institutional pies; and three kinds of oven-ready dessert cakes.

Initial distribution is planned for 15 midwestern states, according to Thomas E. Conrady, sales manager. Muller's will pack all products in its own new 56,000 sq. ft. frozen food plant, utilizing a blast freezer which handles a daily capacity of 100,000 lb. at 30° below zero.

Merchandising and promotional

Merchandising and promotional plans will be prepared on individual groups of products, completely coordinated in presentation, theme and treatment. The four specialty breads, weighing 1 lb. each, include date-nut, banana, orange and a hearty raisin-brown bread. The housewife has nothing to add, fix or mix since each loaf is completely prepared, and the batter is frozen in a loaf pan, ready for the oven.

Muller's frozen cakes are also ovenready in completely mixed form packed in a new type of "X-pan-do" pan which is telescoped for packaging and is simply pulled to full size when ready for the oven. Cakes will be offered in chocolate, yellow, or white in 12 oz. size.

A complete merchandising package has been prepared for all stores, including point-of-purchase displays of several types for all products, newspaper mats and special headings. Local advertising will be supported by Muller's own program.

In Perfect Comfort

ENJOY YOUR SUN at this beautiful resort hotel



You and your samily will love it here. Everything to give you a good time and all right here on the hotel's own 1400 acres.

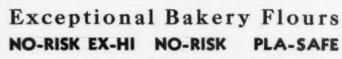
It's only a few steps to hotel's own private, uncrowded, 18-hole, championship golf course; tennis; swimming; riding . . . And, near by are good hunting and fishing.

Invigorating, dry climate, sunny days; cool, sleep-filled nights. Go home sun-tanned, rested and relaxed.

Just write for pictorial folder

Mr. George Lindholm, Manager
ARIZONA BILTMORE HOTEL
Box C2, PHOENIX, ARIZONA





THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily

Grain Storage 1,800,000 Bus.

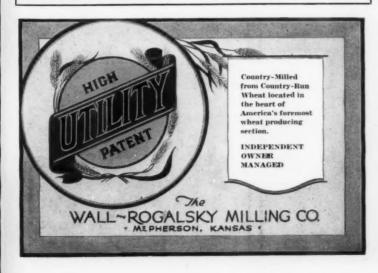
All Grades

RYE FLOUR

1000 cwts. Flour-250 cwts. Meal

GLOBE MILLING COMPANY

WATERTOWN, WISCONSIN





KELLY-ERICKSON

Company, Inc.

OMAHA

NEW YORK

SAN FRANCISCO

We Operate Our Own Laboratories Including Pilot Bakery



CONVENTION CALENDAR

Jan. 15-17—Ohio Bakers Assn.; Sheraton-Gibson Hotel, Cincinnati, Ohio; Sec., C. L. Coffman, Seneca Hotel, Cleveland, Ohio.

Jan. 29-31—Potomac States Bakers Assn.; Lord Baltimore Hotel, Baltimore, Md.; Sec., Emmet Ga-y, 16 McClellan Flace. Baltimore 1. Md.

Feb. 5-7—Tri-State Bakers Assn.; Jung Hotel, New Orleans, La.; sec., Sidney Baudier, Jr., 624 Gravier St., New Orleans 12. La.

Feb. 5-7 — Pennsylvania Bakers Assn. winter convention; Bellevue-Stratford Hotel, Philadelphia; Sec., Theodore Staab, 600 N. Third St., Harrisburg, Pa.

Feb. 10-12—Bakers Assn. of the Carolinas Golf Stag Outing; Carolina Hotel, Pinehurst, N.C.; Sec., Mrs. Louise Skillman, 2608 Portland Ave., Charlotte, N.C.

Feb. 19 — Indiana Bakers Assn.; Marott Hotel, Indianapolis; sec., Ferd Doll, 2236 E. Michigan St., Indianapolis, Ind.

March 2-3—Baking Industry Sanitation Standards Committee; Edgewater Beach Hotel, Chicago; sec., Raymond J. Walter, 511 Fifth Ave., New York 17.

April 8-9—Southwest Bakers Assn.; Hering Hotel, Amarillo, Texas; Sec., J. R. L. Kilgore, P.O. Box 127, Albuquerque, N.M.

April 8-11—Associated Retail Bakers of America; Hotel Sherman, Chicago; Sec., Trudy Schurr, ARBA, 735 W. Sheridan Road, Chicago 13, III.

April 10-11—Allied Trades of the Baking Industry Baker's Forum; Ambassador Hotel, Los Angeles; sec., Phil Seitz, P.O. Box 418, Montrose, Cal.

April 12-15 — Southern Bakers Assn.; Roney Plaza Hotel, Miami Beach, Fla.; sec., Benson L. Skelton, 703 Henry Grady Bldg., Atlanta 3, Ga.

Apr. 16-18—Pacific Northwest Bakers Conference; Multnomah Hotel, Portland, Ore.; Sec., Roger Williams, 1138 Jefferson St., Salem, Ore.

May 7-8—Associated Bakers of Minnesota; St. Paul Hotel, St. Paul; sec., J. M. Long, 623 14th Ave. S.E., Minneapolis 14, Minn.

May 14-16—Biscuit & Cracker Mfrs. Assn. and the Independent Biscuit Mfrs. Co., Inc.; The Plaza, New York City; sec., Walter Dietz, 20 N. Wacker Drive, Chleago 6.

May 15-16—Iowa Bakers Assn.; Hotel Savery, Des Moines; Sec., Walter Dolch, 107 S. Main St., Maquoketa, Iowa.

May 27-29—Texas Bakers Assn.; Shamrock Hilton Hotel, Houston; Sec., William D. Baird, 5230 Mockingbird Lane, Dallas, Texas.

June 9-12 — New England Bakers Spring Convention; Equinox Hotel, Manchester, Vt.; sec., Robert E. Sullivan. 51 Exeter St., Boston, Mass.

June 10-12—Rocky Mountain Bakers Assn.; Stanley Hotel, Estes Park, Colo.; Sec., Fred Linsenmaier, Box 871, Denver 1, Colo.

June 17-20—Potomac States Bakers Summer Convention; The Cavalier, Virginia Beach, Va.; sec., Emmet Gary, 16 McClellan Place, Baltimore 1, Md.

June 18-20 — Bakers Assn. of the Carolinas; Mayview Manor, Blowing Rock, N.C.; sec., Louise Skillman, 2608 Portland Ave., Charlotte, N.C.

June 23-26—Potomac Bakers Assn. summer convention; The Cavalier, Virginia Beach, Va.; Sec., Emmet Gary, 16 McClellan Place, Baltimore 1, Md.

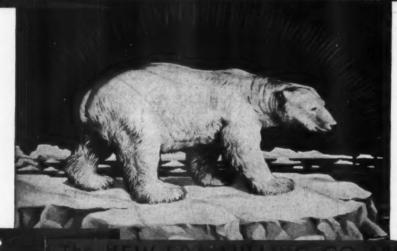
July 15-18—West Virginia Bakers Assn.; Greenbrier Hotel, White Sulphur Springs, W.Va.; Sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston, W.Va.

Sept. 9-11 — Wisconsin Bakers Assn.; Pfister Hotel, Milwaukee; sec., Fred H. Laufenburg, 161 West Wisconsin Ave., Milwaukee, Wis.

Sept. 16-18—Virginia Bakers Council; Natural Bridge, Va.; sec., Harold K. Wilder, 5 S. 12th St., Richmond, Va.

Sept. 16-18—Southern Bakers Assn. production conference; Hotel Blitmore, Atlanta, Ga.; sec., Benson L. Skelton, 703 Henry Grady Bldg., Atlanta.

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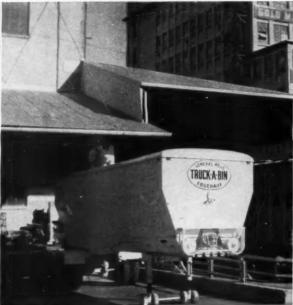
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BULK DEMONSTRATION—Various types of equipment for the bulk transportation and handling of flour were on display at the Kansas City mill of General Mills, Inc., recently. The illustration at the left above shows specta-

tors watching the transfer of flour from a Truck-A-Bin through a Superior Fluidizer to dock storage. At the right, the Truck-A-Bin is shown alongside an Airslide car for a demonstration of the versatility of the varying set-ups.

Milling Firm, Suppliers Join in Bulk Test

KANSAS CITY—A bulk flour handling and transporting demonstration was held here recently at the Kansas City plant of General Mills, Inc., for the benefit of bakers, millers and other interested persons. Over 100 witnessed the event which was repeated on the three successive days.

Moderator for the demonstration was Ralph Herman, manager of the bakery sales service department, General Mills, Inc., Minneapolis. The display began with the movement of bulk flour out of an Airslide car, through a Fuller transfer unit into a Truck-A-Bin truck. Two blowers were utilized to move the flour, one with a 5 h.p. motor to force the movement of the flour out of the Airslide car and another with a 20 h.p. motor to send the flour through the transfer unit and the hose to the truck. Manufactured by the General American Transportation Corp., the Airslide car was stationed on a siding next to the mill. The Fuller transfer unit, demonstrated by the Fuller Co., Catasaqua, Pa., is portable and was rolled under the hopper bottom of the Airslide car and fastened to the

car.

Movement of the flour is accomplished at the rate of 400 sacks an hour. Two unique advantages were stressed by the Fruehauf Trailer Co. for the 25,000 lb. Truck-A-Bin. It not only acts as a means of transporting flour in bulk to the bakery, but it also may act as a storage unit at the bakery, it was pointed out by Mr. Herman. The Truck-A-Bin may be detached from the tractor and held at the bakery so long as flour is being used from it.

Advantages Stressed

Throughout the demonstration sanitation, efficiency of handling and long-term economy of bulk handling was stressed.

Along the bottom of the Truck-A-Bin are two screw conveyors which carried the flour along to the outlets at the back of the unit. Flour was removed from the Truck-A-Bin and sent through a Fluidizer, manufactured by the Superior Separator Co.

While the unit shown was a small, portable machine, Superior indicated that larger units up to 1,000 lb. capacity are available.

From the Fluidizer the flour went into Tote bins. A fork truck carried the Tote bin into the mill where the flour was emptied into a screw conveying system by means of a Tote Tilt

Representatives Listed

The Fruehauf Trailer Co. was represented by R. K. Morgan, general sales manager, special products division; Lee Bragg of the engineering staff, and Walter Gibbon of the advertising department. Jack White represented Tote System, Inc., Beatrice, Neb.; and Marshall Carpenter, William Simmons, and Thornton Hamlin, Jr., the Superior Separator Co., Hopkins, Minn. The Fuller Co.

group included C. C. Kaesemeyer, sales manager; P. K. Kline; Howard Sayre, manager of sales projects; Robert Loomis, assistant manager of sales projects; and David Armstrong, Kansas City district manager.

Personnel representing the General American Transportation Corp. included Wm. M. Roche, sales manager of the Airslide division; John M. Gleason, assistant sales manager; and Louis Matolin, service engineer.

General Mills officials included Don A. Stevens, vice president and general manager of the flour division; Wm. A. Lohman, Jr., director of sales, flour division; Mr. Herman; G. R. Krueger, central region sales manager; W. W. Brandhorst, Kansas City district sales manager, and Arthur C. Strong, southwestern district sales manager.



SMILES FLASH AT EXPOSITION—General Baking Co. officials and Jennie Grossinger, nationally-famous hotel owner, are pictured above as the 7-day Women's International Exposition took time out to observe the first anniversary of Grossinger's Country Club Rye Bread. In one year, the bread has become the fastest selling rye in Greater New York. Mrs. Grossinger is pictured receiving a cake in observance of the event from vice president J. Frank Weir in the Bond exposition booth. Pictured at left is vice president Joseph A. Adamsen. At right is John Roedel, in charge of the Grossinger division plant.

BROWN PROCESS

(Continued from page 15)

flour which will not turn rancid."

Thirty countries have granted process patents for the Brown-milled wheat-germ flour. All patents are issued to the Daniel H. Brown Trust, administered by the American National Bank of Chicago. Licensing contracts are made by the trust.

In 1949, Mr. Brown asked Dr. An-

In 1949, Mr. Brown asked Dr. Anton J. Carlson of the University of Chicago's Department of Physiology to check on his wheat-germ flour. Dr. Carlson made his experiments, and wrote to the secretary of agriculture, Charles F. Brannan, concerning the Brown milling process:

the Brown milling process:

"As a public service, I should convey to you the facts concerning flour milled at Morris, Ill. I am submitting the following for your serious consideration and, I hope, action. I spent an entire day watching the Brown system operate, and selected more than 100 samples of flour stock. Each sample was packed in a paper bag, sealed, dated and marked while in my possession. I personally took them back to the university."

back to the university."

Dr. Carlson made the flour tests he considered necessary, and reported that he found the thiamine (vitamin B) content of the wheat-germ flour milled by the Brown pilot plant was 2½ to 3 times that of standard, unenriched flour of comparable grade; that the fat content was 20 to 25% higher than that of standard flour of a comparable grade; and that no rancidity developed in flour samples held for more than one year at temperatures ranging from 55 to 90° F. In conclusion, Dr. Carlson wrote:

"I feel strongly that this milling process has great health value for the people of the U.S., and more than that, for the people of the world. Better flavor, plus greater health value, should mean larger consumption of bread and the wheat from which it is produced."

Taste Appeal

Mr. Brown reports on a recent experiment, in which 270 women participated in a "blindfold taste test" to determine their preference for any one of five brands of bread sold in the Chicago area and a sixth baked from Brown-milled wheat-germ flour. Forty-two of the women said they could find no difference and expressed no preference; 77 stated that they preferred other than the wheat-germ bread, and 151 preferred the bread manufactured from wheat-germ flour.

Home Town Enriched Bread, "bursting with ground-in wheat heart," is being made from Brown wheat-germ flour by Michigan Bakeries, Inc. Introductory advertising of this bread in Jackson, Mich., contained the following statement: "For over half a century modern millers have been trying to find a method of high-speed milling that did not destroy the life-giving heart-of-the-wheat. They knew that the old stoneground mills turned out a flour superior in flavor and nutritional elements. Producing a flour with the heart-of-the-wheat ground in would enable bakers to bake bread that had all the full flavor and energy of old-fashioned loaves plus the soft, creamy texture of modern loaves. Home Town Bread, baked by Michigan Bakeries, is the answer to these years of research. An exclusive formula combined with natural wheat-heart flour brings you all the goodness of yesteryear in a soft, white, creamy-textured loaf."

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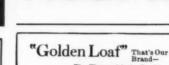
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The publication contains listings for more than 1,800 food broker firms in the U.S. and in Hawaii, Alaska, Canada, Cuba, and Mexico.

The edition, described by Watson

Rogers, association president, as the largest ever produced by his group, has been expanded to give additional information. It contains suggestions for working with food brokers.

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CHICAGO - Chairman of one of three research committees of the American Home Economics Assn. for 1955-56 is Ellen H. Semrow, director of consumer service for the American Institute of Baking. Mrs. Semrow also was chairman of the committee for the 1954-55 term.

All funds available for government research in home economics have

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been allocated to food and nutrition studies. The AHEA committee has therefore embarked on a survey of business-sponsored research conduct-ed in the home economics departments of colleges and universities. On the basis of its survey the committee will explore means to stimulate further interest on the part of business to support this type of re-

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